



MORNING CONSULT

Morning Consult
National Tracking Poll #161102
November 02-03, 2016

Crosstabulation Results

Methodology:

This poll was conducted from November 02-03, 2016, among a U.S. national sample of 2000 respondents. The inter-views were conducted online and the data were weighted to approximate a target sample of the general population based on age, race/ethnicity, gender, educational attainment, region, annual household income, home ownership status and marital status. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Registered Voters	30%	(599)	70%	(1401)	2000
Gender: Male	36%	(350)	64%	(613)	963
Gender: Female	24%	(249)	76%	(788)	1037
Age: 18-29	31%	(128)	69%	(290)	418
Age: 30-44	37%	(193)	63%	(330)	523
Age: 45-54	30%	(121)	70%	(288)	409
Age: 55-64	25%	(73)	75%	(215)	289
Age: 65+	23%	(84)	77%	(277)	361
PID: Dem (no lean)	54%	(388)	46%	(336)	724
PID: Ind (no lean)	22%	(147)	78%	(523)	669
PID: Rep (no lean)	11%	(64)	89%	(542)	607
PID/Gender: Dem Men	62%	(219)	38%	(131)	351
PID/Gender: Dem Women	45%	(169)	55%	(204)	374
PID/Gender: Ind Men	28%	(91)	72%	(233)	324
PID/Gender: Ind Women	16%	(56)	84%	(289)	345
PID/Gender: Rep Men	14%	(40)	86%	(248)	288
PID/Gender: Rep Women	8%	(24)	92%	(294)	319
Tea Party: Supporter	26%	(147)	74%	(417)	564
Tea Party: Not Supporter	32%	(449)	68%	(974)	1422
Ideo: Liberal (1-3)	52%	(363)	48%	(339)	703
Ideo: Moderate (4)	25%	(103)	75%	(306)	410
Ideo: Conservative (5-7)	13%	(90)	87%	(590)	681
Educ: < College	26%	(345)	74%	(962)	1307
Educ: Bachelors degree	35%	(129)	65%	(239)	369
Educ: Post-grad	39%	(125)	61%	(199)	324
Income: Under 50k	29%	(310)	71%	(778)	1088
Income: 50k-100k	30%	(194)	70%	(453)	647
Income: 100k+	36%	(95)	64%	(170)	265

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Registered Voters	30%	(599)	70%	(1401)	2000
Ethnicity: White	26%	(406)	74%	(1184)	1591
Ethnicity: Hispanic	40%	(119)	60%	(180)	299
Ethnicity: Afr. Am.	53%	(128)	47%	(116)	244
Ethnicity: Other	39%	(65)	61%	(100)	165
Relig: Protestant	22%	(110)	78%	(391)	500
Relig: Roman Catholic	36%	(154)	64%	(272)	426
Relig: Ath./Agn./None	36%	(186)	64%	(330)	516
Relig: Something Else	33%	(103)	67%	(211)	315
Relig: Jewish	39%	(20)	61%	(31)	51
Relig: Evangelical	23%	(146)	77%	(480)	626
Relig: Non-Evang. Catholics	30%	(161)	70%	(376)	537
Relig: All Christian	26%	(306)	74%	(857)	1163
Relig: All Non-Christian	35%	(289)	65%	(541)	831
Community: Urban	42%	(230)	58%	(324)	555
Community: Suburban	28%	(250)	72%	(648)	898
Community: Rural	22%	(119)	78%	(428)	547
Employ: Private Sector	32%	(207)	68%	(437)	645
Employ: Government	38%	(57)	62%	(93)	150
Employ: Self-Employed	30%	(51)	70%	(118)	169
Employ: Homemaker	27%	(49)	73%	(130)	178
Employ: Student	33%	(36)	67%	(71)	106
Employ: Retired	26%	(106)	74%	(294)	399
Employ: Unemployed	30%	(48)	70%	(113)	161
Employ: Other	24%	(47)	76%	(144)	191
Job Type: White-collar	35%	(255)	65%	(480)	734
Job Type: Blue-collar	26%	(221)	74%	(636)	857
Job Type: Don't Know	30%	(124)	70%	(285)	409
Military HH: Yes	32%	(124)	68%	(260)	384
Military HH: No	29%	(475)	71%	(1141)	1616
RD/WT: Right Direction	100%	(599)	—	(0)	599
RD/WT: Wrong Track	—	(0)	100%	(1401)	1401

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Table P1: Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Demographic	Right Direction		Wrong Track		Total N
Registered Voters	30%	(599)	70%	(1401)	2000
Obama Job: Approve	53%	(551)	47%	(484)	1035
Obama Job: Disapprove	4%	(32)	96%	(842)	874
#1 Issue: Economy	26%	(172)	74%	(486)	658
#1 Issue: Security	19%	(72)	81%	(300)	372
#1 Issue: Health Care	34%	(95)	66%	(184)	279
#1 Issue: Medicare / Social Security	32%	(70)	68%	(146)	217
#1 Issue: Women's Issues	39%	(56)	61%	(87)	143
#1 Issue: Education	41%	(55)	59%	(78)	134
#1 Issue: Energy	56%	(50)	44%	(39)	89
#1 Issue: Other	27%	(29)	73%	(80)	109
2014 Vote: Democrat	53%	(385)	47%	(342)	727
2014 Vote: Republican	9%	(46)	91%	(486)	532
2014 Vote: Other	11%	(7)	89%	(55)	61
2014 Vote: Didn't Vote	24%	(160)	76%	(516)	676
2012 Vote: Barack Obama	52%	(426)	48%	(396)	822
2012 Vote: Mitt Romney	6%	(34)	94%	(530)	564
2012 Vote: Other	17%	(12)	83%	(60)	72
2012 Vote: Didn't Vote	24%	(127)	76%	(411)	538
4-Region: Northeast	36%	(130)	64%	(235)	365
4-Region: Midwest	29%	(126)	71%	(305)	430
4-Region: South	27%	(202)	73%	(538)	740
4-Region: West	30%	(141)	70%	(323)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table P2NET: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Approve	Disapprove	Don't Know / No Opinion	Total N
Registered Voters	52% (1035)	44% (874)	5% (91)	2000
Gender: Male	54% (522)	42% (408)	3% (32)	963
Gender: Female	49% (513)	45% (466)	6% (59)	1037
Age: 18-29	65% (270)	29% (122)	6% (25)	418
Age: 30-44	60% (316)	35% (184)	5% (24)	523
Age: 45-54	43% (178)	51% (210)	5% (22)	409
Age: 55-64	44% (127)	52% (149)	4% (12)	289
Age: 65+	40% (145)	58% (209)	2% (7)	361
PID: Dem (no lean)	87% (628)	12% (84)	2% (12)	724
PID: Ind (no lean)	46% (309)	44% (297)	9% (63)	669
PID: Rep (no lean)	16% (98)	81% (493)	3% (15)	607
PID/Gender: Dem Men	90% (315)	9% (33)	1% (2)	351
PID/Gender: Dem Women	84% (313)	14% (51)	3% (10)	374
PID/Gender: Ind Men	47% (153)	46% (149)	7% (22)	324
PID/Gender: Ind Women	45% (155)	43% (148)	12% (42)	345
PID/Gender: Rep Men	19% (54)	79% (226)	3% (8)	288
PID/Gender: Rep Women	14% (45)	84% (267)	2% (7)	319
Tea Party: Supporter	38% (215)	59% (331)	3% (17)	564
Tea Party: Not Supporter	57% (815)	38% (536)	5% (71)	1422
Ideo: Liberal (1-3)	83% (580)	16% (114)	1% (9)	703
Ideo: Moderate (4)	54% (221)	41% (169)	5% (20)	410
Ideo: Conservative (5-7)	22% (149)	75% (513)	3% (18)	681
Educ: < College	49% (636)	45% (590)	6% (80)	1307
Educ: Bachelors degree	56% (205)	44% (161)	1% (3)	369
Educ: Post-grad	60% (194)	38% (123)	2% (7)	324
Income: Under 50k	52% (566)	42% (453)	6% (69)	1088
Income: 50k-100k	51% (332)	46% (297)	3% (18)	647
Income: 100k+	52% (137)	47% (124)	1% (4)	265
Ethnicity: White	45% (717)	51% (807)	4% (66)	1591
Ethnicity: Hispanic	71% (211)	27% (80)	3% (8)	299

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Table P2NET: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Approve		Disapprove		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Registered Voters	52%	(1035)	44%	(874)	5%	(91)	2000
Ethnicity: Afr. Am.	84%	(205)	11%	(27)	5%	(12)	244
Ethnicity: Other	68%	(113)	24%	(39)	8%	(13)	165
Relig: Protestant	37%	(187)	59%	(296)	3%	(17)	500
Relig: Roman Catholic	55%	(233)	43%	(181)	3%	(11)	426
Relig: Ath./Agn./None	63%	(326)	29%	(151)	7%	(38)	516
Relig: Something Else	59%	(187)	37%	(116)	4%	(12)	315
Relig: Jewish	62%	(31)	38%	(19)	—	(0)	51
Relig: Evangelical	41%	(256)	55%	(345)	4%	(25)	626
Relig: Non-Evang. Catholics	49%	(262)	48%	(259)	3%	(16)	537
Relig: All Christian	45%	(518)	52%	(604)	4%	(41)	1163
Relig: All Non-Christian	62%	(514)	32%	(267)	6%	(50)	831
Community: Urban	66%	(366)	32%	(175)	3%	(14)	555
Community: Suburban	50%	(445)	45%	(408)	5%	(45)	898
Community: Rural	41%	(224)	53%	(291)	6%	(32)	547
Employ: Private Sector	49%	(317)	48%	(313)	2%	(16)	645
Employ: Government	64%	(96)	34%	(51)	2%	(3)	150
Employ: Self-Employed	59%	(99)	36%	(61)	5%	(9)	169
Employ: Homemaker	47%	(84)	47%	(83)	6%	(11)	178
Employ: Student	72%	(77)	21%	(22)	6%	(7)	106
Employ: Retired	43%	(173)	54%	(215)	3%	(11)	399
Employ: Unemployed	60%	(96)	31%	(50)	9%	(15)	161
Employ: Other	49%	(93)	41%	(79)	10%	(20)	191
Job Type: White-collar	55%	(405)	43%	(313)	2%	(16)	734
Job Type: Blue-collar	47%	(404)	49%	(419)	4%	(34)	857
Job Type: Don't Know	55%	(226)	35%	(142)	10%	(41)	409
Military HH: Yes	45%	(173)	50%	(192)	5%	(19)	384
Military HH: No	53%	(862)	42%	(682)	4%	(72)	1616
RD/WT: Right Direction	92%	(551)	5%	(32)	3%	(16)	599
RD/WT: Wrong Track	35%	(484)	60%	(842)	5%	(75)	1401
Obama Job: Approve	100%	(1035)	—	(0)	—	(0)	1035
Obama Job: Disapprove	—	(0)	100%	(874)	—	(0)	874

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Table P2NET: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Approve		Disapprove		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Registered Voters	52%	(1035)	44%	(874)	5%	(91)	2000
#1 Issue: Economy	51%	(334)	45%	(296)	4%	(27)	658
#1 Issue: Security	32%	(119)	65%	(241)	3%	(12)	372
#1 Issue: Health Care	52%	(146)	43%	(121)	4%	(13)	279
#1 Issue: Medicare / Social Security	53%	(116)	42%	(92)	4%	(9)	217
#1 Issue: Women's Issues	76%	(108)	21%	(30)	3%	(5)	143
#1 Issue: Education	75%	(100)	22%	(29)	3%	(4)	134
#1 Issue: Energy	83%	(74)	17%	(15)	—	(0)	89
#1 Issue: Other	35%	(38)	46%	(50)	19%	(21)	109
2014 Vote: Democrat	83%	(606)	15%	(108)	2%	(13)	727
2014 Vote: Republican	14%	(75)	85%	(450)	1%	(7)	532
2014 Vote: Other	31%	(19)	62%	(38)	8%	(5)	61
2014 Vote: Didn't Vote	50%	(335)	41%	(275)	10%	(67)	676
2012 Vote: Barack Obama	84%	(690)	14%	(114)	2%	(17)	822
2012 Vote: Mitt Romney	10%	(58)	89%	(500)	1%	(7)	564
2012 Vote: Other	23%	(17)	68%	(49)	9%	(6)	72
2012 Vote: Didn't Vote	50%	(269)	39%	(208)	11%	(61)	538
4-Region: Northeast	58%	(211)	39%	(142)	3%	(12)	365
4-Region: Midwest	47%	(201)	47%	(204)	6%	(26)	430
4-Region: South	47%	(352)	47%	(349)	5%	(40)	740
4-Region: West	58%	(272)	39%	(180)	3%	(13)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table P2: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Registered Voters	26%	(517)	26%	(518)	14%	(280)	30%	(594)	5%	(91)	2000
Gender: Male	28%	(269)	26%	(253)	13%	(125)	29%	(283)	3%	(32)	963
Gender: Female	24%	(248)	26%	(265)	15%	(155)	30%	(310)	6%	(59)	1037
Age: 18-29	33%	(137)	32%	(133)	14%	(57)	16%	(65)	6%	(25)	418
Age: 30-44	26%	(138)	34%	(178)	16%	(82)	19%	(101)	5%	(24)	523
Age: 45-54	25%	(101)	19%	(77)	15%	(63)	36%	(147)	5%	(22)	409
Age: 55-64	24%	(70)	20%	(57)	13%	(37)	39%	(112)	4%	(12)	289
Age: 65+	20%	(71)	21%	(74)	11%	(41)	47%	(168)	2%	(7)	361
PID: Dem (no lean)	52%	(376)	35%	(252)	6%	(44)	6%	(40)	2%	(12)	724
PID: Ind (no lean)	17%	(113)	29%	(196)	18%	(120)	27%	(177)	9%	(63)	669
PID: Rep (no lean)	5%	(28)	12%	(70)	19%	(117)	62%	(376)	3%	(15)	607
PID/Gender: Dem Men	55%	(191)	35%	(124)	5%	(17)	5%	(16)	1%	(2)	351
PID/Gender: Dem Women	49%	(185)	34%	(128)	7%	(26)	7%	(24)	3%	(10)	374
PID/Gender: Ind Men	19%	(61)	29%	(93)	15%	(50)	31%	(99)	7%	(22)	324
PID/Gender: Ind Women	15%	(52)	30%	(103)	20%	(70)	23%	(78)	12%	(42)	345
PID/Gender: Rep Men	6%	(17)	13%	(36)	20%	(58)	58%	(168)	3%	(8)	288
PID/Gender: Rep Women	3%	(11)	11%	(34)	19%	(59)	65%	(208)	2%	(7)	319
Tea Party: Supporter	21%	(116)	18%	(99)	11%	(63)	48%	(268)	3%	(17)	564
Tea Party: Not Supporter	28%	(399)	29%	(416)	15%	(217)	22%	(319)	5%	(71)	1422
Ideo: Liberal (1-3)	48%	(337)	35%	(243)	9%	(65)	7%	(49)	1%	(9)	703
Ideo: Moderate (4)	22%	(91)	32%	(130)	19%	(76)	23%	(93)	5%	(20)	410
Ideo: Conservative (5-7)	7%	(48)	15%	(101)	16%	(111)	59%	(403)	3%	(18)	681
Educ: < College	24%	(317)	24%	(319)	14%	(188)	31%	(402)	6%	(80)	1307
Educ: Bachelors degree	28%	(103)	28%	(102)	12%	(46)	31%	(115)	1%	(3)	369
Educ: Post-grad	30%	(97)	30%	(97)	14%	(46)	24%	(77)	2%	(7)	324
Income: Under 50k	26%	(283)	26%	(282)	13%	(143)	29%	(310)	6%	(69)	1088
Income: 50k-100k	25%	(162)	26%	(169)	14%	(93)	32%	(204)	3%	(18)	647
Income: 100k+	27%	(71)	25%	(66)	17%	(44)	30%	(80)	1%	(4)	265
Ethnicity: White	21%	(337)	24%	(380)	15%	(244)	35%	(564)	4%	(66)	1591
Ethnicity: Hispanic	39%	(117)	32%	(94)	10%	(31)	17%	(50)	3%	(8)	299

Continued on next page

Table P2: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Registered Voters	26%	(517)	26%	(518)	14%	(280)	30%	(594)	5%	(91)	2000
Ethnicity: Afr. Am.	50%	(123)	34%	(82)	8%	(20)	3%	(7)	5%	(12)	244
Ethnicity: Other	34%	(57)	34%	(56)	10%	(17)	14%	(23)	8%	(13)	165
Relig: Protestant	17%	(86)	20%	(101)	14%	(71)	45%	(226)	3%	(17)	500
Relig: Roman Catholic	30%	(126)	25%	(107)	16%	(66)	27%	(115)	3%	(11)	426
Relig: Ath./Agn./None	31%	(162)	32%	(164)	11%	(56)	18%	(95)	7%	(38)	516
Relig: Something Else	29%	(93)	30%	(94)	15%	(47)	22%	(68)	4%	(12)	315
Relig: Jewish	35%	(18)	26%	(13)	10%	(5)	29%	(14)	—	(0)	51
Relig: Evangelical	21%	(131)	20%	(124)	15%	(92)	40%	(253)	4%	(25)	626
Relig: Non-Evang. Catholics	24%	(127)	25%	(135)	16%	(83)	33%	(176)	3%	(16)	537
Relig: All Christian	22%	(258)	22%	(259)	15%	(175)	37%	(429)	4%	(41)	1163
Relig: All Non-Christian	31%	(255)	31%	(259)	13%	(104)	20%	(163)	6%	(50)	831
Community: Urban	38%	(212)	28%	(154)	12%	(68)	19%	(107)	3%	(14)	555
Community: Suburban	23%	(203)	27%	(241)	16%	(140)	30%	(268)	5%	(45)	898
Community: Rural	19%	(102)	22%	(123)	13%	(73)	40%	(218)	6%	(32)	547
Employ: Private Sector	23%	(148)	26%	(168)	18%	(114)	31%	(199)	2%	(16)	645
Employ: Government	29%	(43)	35%	(52)	12%	(18)	22%	(33)	2%	(3)	150
Employ: Self-Employed	27%	(45)	32%	(54)	13%	(21)	24%	(40)	5%	(9)	169
Employ: Homemaker	25%	(45)	22%	(39)	14%	(25)	33%	(58)	6%	(11)	178
Employ: Student	39%	(42)	33%	(35)	10%	(10)	11%	(12)	6%	(7)	106
Employ: Retired	23%	(93)	20%	(80)	10%	(38)	44%	(177)	3%	(11)	399
Employ: Unemployed	32%	(51)	28%	(46)	13%	(22)	18%	(28)	9%	(15)	161
Employ: Other	26%	(49)	23%	(44)	17%	(33)	24%	(45)	10%	(20)	191
Job Type: White-collar	28%	(204)	27%	(201)	14%	(101)	29%	(213)	2%	(16)	734
Job Type: Blue-collar	22%	(190)	25%	(215)	15%	(124)	34%	(295)	4%	(34)	857
Job Type: Don't Know	30%	(124)	25%	(102)	14%	(55)	21%	(87)	10%	(41)	409
Military HH: Yes	25%	(97)	20%	(76)	14%	(54)	36%	(137)	5%	(19)	384
Military HH: No	26%	(420)	27%	(442)	14%	(226)	28%	(457)	4%	(72)	1616
RD/WT: Right Direction	61%	(366)	31%	(186)	3%	(18)	2%	(15)	3%	(16)	599
RD/WT: Wrong Track	11%	(151)	24%	(333)	19%	(263)	41%	(579)	5%	(75)	1401
Obama Job: Approve	50%	(517)	50%	(518)	—	(0)	—	(0)	—	(0)	1035
Obama Job: Disapprove	—	(0)	—	(0)	32%	(280)	68%	(594)	—	(0)	874

Continued on next page

Table P2: Do you approve or disapprove of the job Barack Obama is doing as President?

Demographic	Strongly Approve		Somewhat Approve		Somewhat Disapprove		Strongly Disapprove		Don't Know / No Opinion		Total N
Registered Voters	26%	(517)	26%	(518)	14%	(280)	30%	(594)	5%	(91)	2000
#1 Issue: Economy	22%	(147)	29%	(188)	17%	(113)	28%	(183)	4%	(27)	658
#1 Issue: Security	14%	(53)	18%	(65)	15%	(54)	50%	(186)	3%	(12)	372
#1 Issue: Health Care	27%	(76)	25%	(70)	15%	(41)	29%	(80)	4%	(13)	279
#1 Issue: Medicare / Social Security	30%	(65)	23%	(51)	14%	(31)	28%	(61)	4%	(9)	217
#1 Issue: Women's Issues	42%	(60)	34%	(48)	8%	(12)	12%	(18)	3%	(5)	143
#1 Issue: Education	36%	(49)	38%	(51)	12%	(16)	10%	(14)	3%	(4)	134
#1 Issue: Energy	47%	(42)	36%	(33)	7%	(7)	10%	(9)	—	(0)	89
#1 Issue: Other	23%	(25)	12%	(13)	7%	(7)	39%	(43)	19%	(21)	109
2014 Vote: Democrat	49%	(358)	34%	(248)	8%	(58)	7%	(50)	2%	(13)	727
2014 Vote: Republican	3%	(17)	11%	(57)	18%	(95)	67%	(355)	1%	(7)	532
2014 Vote: Other	12%	(7)	19%	(12)	25%	(15)	37%	(22)	8%	(5)	61
2014 Vote: Didn't Vote	20%	(134)	30%	(201)	16%	(111)	24%	(164)	10%	(67)	676
2012 Vote: Barack Obama	48%	(392)	36%	(298)	9%	(75)	5%	(40)	2%	(17)	822
2012 Vote: Mitt Romney	2%	(9)	9%	(49)	18%	(104)	70%	(395)	1%	(7)	564
2012 Vote: Other	6%	(4)	18%	(13)	17%	(12)	51%	(37)	9%	(6)	72
2012 Vote: Didn't Vote	21%	(111)	29%	(158)	16%	(87)	23%	(121)	11%	(61)	538
4-Region: Northeast	29%	(105)	29%	(106)	11%	(42)	27%	(100)	3%	(12)	365
4-Region: Midwest	23%	(98)	24%	(103)	17%	(73)	30%	(131)	6%	(26)	430
4-Region: South	23%	(171)	24%	(180)	14%	(104)	33%	(245)	5%	(40)	740
4-Region: West	31%	(142)	28%	(129)	13%	(62)	25%	(118)	3%	(13)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Registered Voters	33% (658)	19% (372)	14% (279)	11% (217)	7% (143)	7% (134)	4% (89)	5% (109)	2000
Gender: Male	36% (342)	20% (196)	14% (130)	10% (101)	3% (31)	7% (66)	5% (45)	5% (51)	963
Gender: Female	30% (316)	17% (175)	14% (149)	11% (116)	11% (112)	6% (67)	4% (44)	6% (57)	1037
Age: 18-29	29% (120)	15% (61)	14% (57)	2% (10)	15% (62)	13% (55)	8% (33)	5% (20)	418
Age: 30-44	38% (197)	15% (79)	17% (89)	4% (20)	9% (46)	9% (46)	5% (29)	4% (19)	523
Age: 45-54	39% (159)	23% (94)	16% (68)	4% (15)	5% (20)	3% (14)	2% (10)	7% (30)	409
Age: 55-64	32% (91)	21% (61)	14% (40)	18% (52)	1% (3)	4% (11)	3% (9)	8% (22)	289
Age: 65+	25% (90)	22% (78)	7% (26)	33% (120)	3% (12)	2% (8)	2% (8)	5% (19)	361
PID: Dem (no lean)	31% (224)	13% (92)	16% (112)	14% (104)	9% (65)	9% (62)	5% (39)	4% (26)	724
PID: Ind (no lean)	34% (228)	17% (113)	14% (94)	8% (54)	8% (51)	7% (47)	6% (37)	7% (46)	669
PID: Rep (no lean)	34% (206)	28% (167)	12% (73)	10% (59)	5% (27)	4% (24)	2% (13)	6% (36)	607
PID/Gender: Dem Men	32% (113)	13% (46)	18% (65)	15% (51)	3% (9)	9% (33)	7% (23)	3% (11)	351
PID/Gender: Dem Women	30% (111)	12% (46)	13% (47)	14% (53)	15% (56)	8% (29)	4% (16)	4% (15)	374
PID/Gender: Ind Men	38% (122)	19% (61)	14% (45)	9% (28)	5% (17)	7% (23)	4% (14)	5% (16)	324
PID/Gender: Ind Women	31% (106)	15% (52)	14% (49)	7% (26)	10% (34)	7% (25)	7% (23)	9% (31)	345
PID/Gender: Rep Men	37% (107)	31% (90)	7% (21)	8% (22)	2% (4)	4% (11)	3% (8)	9% (25)	288
PID/Gender: Rep Women	31% (99)	24% (77)	17% (53)	12% (37)	7% (23)	4% (13)	2% (5)	4% (11)	319
Tea Party: Supporter	31% (176)	26% (146)	13% (71)	7% (38)	7% (39)	6% (34)	5% (31)	5% (29)	564
Tea Party: Not Supporter	34% (479)	16% (224)	14% (205)	12% (177)	7% (104)	7% (97)	4% (58)	6% (78)	1422
Ideo: Liberal (1-3)	29% (207)	11% (77)	16% (112)	9% (66)	11% (81)	10% (72)	8% (56)	5% (33)	703
Ideo: Moderate (4)	36% (148)	17% (71)	13% (55)	15% (61)	5% (21)	6% (25)	3% (13)	4% (16)	410
Ideo: Conservative (5-7)	34% (228)	27% (187)	13% (86)	11% (78)	4% (25)	3% (24)	2% (12)	6% (41)	681
Educ: < College	32% (413)	20% (256)	15% (198)	11% (147)	6% (85)	6% (80)	4% (49)	6% (80)	1307
Educ: Bachelors degree	40% (148)	16% (59)	12% (44)	9% (32)	8% (29)	5% (19)	7% (25)	4% (13)	369
Educ: Post-grad	30% (98)	18% (57)	12% (38)	12% (38)	9% (29)	11% (34)	4% (15)	5% (16)	324
Income: Under 50k	31% (332)	18% (196)	15% (160)	12% (128)	7% (78)	7% (78)	4% (43)	7% (71)	1088
Income: 50k-100k	36% (230)	19% (122)	12% (80)	11% (68)	8% (49)	6% (40)	5% (31)	4% (29)	647
Income: 100k+	36% (96)	20% (54)	15% (40)	8% (20)	6% (16)	6% (15)	6% (16)	3% (9)	265

Continued on next page

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Registered Voters	33% (658)	19% (372)	14% (279)	11% (217)	7% (143)	7% (134)	4% (89)	5% (109)	2000
Ethnicity: White	32% (502)	20% (313)	14% (227)	12% (183)	7% (112)	6% (91)	5% (72)	6% (91)	1591
Ethnicity: Hispanic	35% (105)	17% (52)	13% (39)	3% (10)	8% (23)	12% (35)	6% (19)	6% (17)	299
Ethnicity: Afr. Am.	39% (96)	14% (33)	14% (35)	11% (26)	7% (17)	10% (24)	3% (7)	2% (6)	244
Ethnicity: Other	36% (59)	16% (26)	11% (18)	4% (7)	8% (14)	11% (18)	6% (11)	7% (12)	165
Relig: Protestant	31% (155)	24% (119)	12% (62)	15% (74)	6% (30)	5% (24)	3% (13)	5% (24)	500
Relig: Roman Catholic	34% (144)	21% (88)	16% (68)	10% (42)	5% (20)	7% (32)	4% (19)	3% (11)	426
Relig: Ath./Agn./None	34% (176)	15% (80)	14% (72)	9% (46)	10% (50)	5% (27)	6% (30)	7% (34)	516
Relig: Something Else	36% (112)	14% (43)	12% (37)	8% (27)	9% (30)	9% (30)	6% (20)	5% (17)	315
Relig: Jewish	34% (17)	14% (7)	3% (1)	14% (7)	9% (5)	7% (3)	16% (8)	4% (2)	51
Relig: Evangelical	30% (186)	21% (133)	14% (88)	11% (72)	6% (40)	7% (41)	3% (21)	7% (45)	626
Relig: Non-Evang. Catholics	34% (184)	21% (113)	15% (82)	13% (72)	4% (23)	6% (32)	3% (18)	2% (13)	537
Relig: All Christian	32% (370)	21% (246)	15% (170)	12% (143)	5% (63)	6% (74)	3% (39)	5% (58)	1163
Relig: All Non-Christian	35% (288)	15% (123)	13% (109)	9% (73)	10% (80)	7% (57)	6% (50)	6% (51)	831
Community: Urban	33% (181)	18% (102)	15% (81)	12% (64)	7% (40)	7% (37)	6% (31)	4% (20)	555
Community: Suburban	35% (312)	18% (165)	13% (117)	9% (85)	8% (70)	7% (66)	4% (34)	5% (49)	898
Community: Rural	30% (165)	19% (104)	15% (82)	12% (67)	6% (33)	6% (31)	5% (25)	7% (40)	547
Employ: Private Sector	37% (242)	18% (119)	13% (86)	6% (39)	8% (51)	8% (53)	5% (34)	3% (21)	645
Employ: Government	35% (52)	20% (30)	15% (23)	3% (5)	6% (9)	13% (20)	7% (10)	1% (1)	150
Employ: Self-Employed	35% (60)	19% (32)	16% (27)	5% (9)	9% (14)	6% (9)	5% (8)	6% (9)	169
Employ: Homemaker	32% (57)	13% (24)	23% (41)	5% (10)	11% (19)	5% (10)	4% (7)	7% (12)	178
Employ: Student	29% (31)	15% (16)	14% (15)	4% (5)	15% (16)	16% (17)	5% (5)	2% (2)	106
Employ: Retired	23% (92)	24% (96)	9% (36)	31% (124)	2% (10)	2% (8)	3% (10)	6% (24)	399
Employ: Unemployed	41% (65)	15% (24)	11% (18)	8% (13)	7% (12)	4% (7)	4% (6)	10% (16)	161
Employ: Other	31% (60)	16% (30)	18% (34)	7% (12)	7% (12)	5% (10)	5% (9)	12% (23)	191
Job Type: White-collar	35% (256)	18% (135)	13% (96)	10% (75)	7% (53)	7% (49)	6% (40)	4% (31)	734
Job Type: Blue-collar	33% (279)	21% (176)	14% (123)	11% (94)	6% (53)	6% (56)	4% (34)	5% (42)	857
Job Type: Don't Know	30% (123)	15% (61)	15% (61)	12% (47)	9% (37)	7% (29)	4% (15)	9% (35)	409
Military HH: Yes	29% (111)	23% (89)	11% (41)	14% (53)	5% (18)	7% (29)	6% (24)	5% (18)	384
Military HH: No	34% (546)	17% (283)	15% (238)	10% (164)	8% (125)	6% (105)	4% (65)	6% (90)	1616

Continued on next page

Table P3: Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

Demographic	Economic Issues	Security Issues	Health Care Issues	Senior's Issues	Women's Issues	Education Issues	Energy Issues	Other	Total N
Registered Voters	33% (658)	19% (372)	14% (279)	11% (217)	7% (143)	7% (134)	4% (89)	5% (109)	2000
RD/WT: Right Direction	29% (172)	12% (72)	16% (95)	12% (70)	9% (56)	9% (55)	8% (50)	5% (29)	599
RD/WT: Wrong Track	35% (486)	21% (300)	13% (184)	10% (146)	6% (87)	6% (78)	3% (39)	6% (80)	1401
Obama Job: Approve	32% (334)	11% (119)	14% (146)	11% (116)	10% (108)	10% (100)	7% (74)	4% (38)	1035
Obama Job: Disapprove	34% (296)	28% (241)	14% (121)	11% (92)	3% (30)	3% (29)	2% (15)	6% (50)	874
#1 Issue: Economy	100% (658)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	658
#1 Issue: Security	— (0)	100% (372)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	372
#1 Issue: Health Care	— (0)	— (0)	100% (279)	— (0)	— (0)	— (0)	— (0)	— (0)	279
#1 Issue: Medicare / Social Security	— (0)	— (0)	— (0)	100% (217)	— (0)	— (0)	— (0)	— (0)	217
#1 Issue: Women's Issues	— (0)	— (0)	— (0)	— (0)	100% (143)	— (0)	— (0)	— (0)	143
#1 Issue: Education	— (0)	— (0)	— (0)	— (0)	— (0)	100% (134)	— (0)	— (0)	134
#1 Issue: Energy	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (89)	— (0)	89
#1 Issue: Other	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (109)	109
2014 Vote: Democrat	30% (218)	14% (101)	16% (114)	14% (101)	8% (56)	9% (63)	6% (45)	4% (29)	727
2014 Vote: Republican	34% (182)	30% (157)	12% (63)	10% (54)	5% (24)	2% (12)	2% (11)	6% (29)	532
2014 Vote: Other	32% (20)	13% (8)	24% (15)	9% (5)	2% (1)	6% (4)	3% (2)	12% (8)	61
2014 Vote: Didn't Vote	35% (237)	16% (105)	13% (88)	8% (55)	9% (61)	8% (55)	5% (31)	6% (43)	676
2012 Vote: Barack Obama	32% (262)	13% (109)	14% (118)	14% (112)	8% (67)	9% (73)	6% (49)	4% (31)	822
2012 Vote: Mitt Romney	36% (201)	29% (161)	12% (69)	9% (53)	4% (25)	2% (13)	1% (8)	6% (35)	564
2012 Vote: Other	30% (21)	17% (12)	17% (13)	13% (9)	3% (2)	4% (3)	7% (5)	8% (6)	72
2012 Vote: Didn't Vote	32% (171)	17% (89)	15% (79)	8% (41)	9% (49)	8% (44)	5% (26)	7% (37)	538
4-Region: Northeast	36% (131)	18% (66)	13% (49)	12% (43)	7% (25)	4% (16)	6% (21)	4% (14)	365
4-Region: Midwest	33% (142)	17% (73)	15% (63)	13% (56)	6% (27)	7% (31)	4% (15)	5% (23)	430
4-Region: South	32% (235)	19% (140)	17% (124)	11% (80)	7% (48)	7% (50)	3% (25)	5% (38)	740
4-Region: West	32% (150)	20% (92)	9% (43)	8% (38)	9% (42)	8% (37)	6% (28)	7% (35)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_1: How familiar are you with each of the following?
Black Friday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't Know / No Opinion	Total N
Registered Voters	78% (1557)	16% (324)	3% (67)	1% (23)	1% (28)	2000
Gender: Male	74% (713)	18% (177)	4% (43)	2% (15)	2% (15)	963
Gender: Female	81% (844)	14% (148)	2% (24)	1% (8)	1% (13)	1037
Age: 18-29	81% (337)	12% (49)	4% (17)	2% (7)	2% (7)	418
Age: 30-44	84% (440)	11% (57)	3% (15)	— (2)	2% (9)	523
Age: 45-54	82% (335)	14% (59)	1% (4)	1% (3)	2% (9)	409
Age: 55-64	75% (216)	20% (59)	3% (10)	1% (2)	1% (2)	289
Age: 65+	64% (230)	28% (100)	6% (21)	2% (9)	— (2)	361
PID: Dem (no lean)	79% (570)	15% (111)	4% (25)	1% (7)	1% (10)	724
PID: Ind (no lean)	78% (520)	16% (105)	3% (20)	2% (11)	2% (13)	669
PID: Rep (no lean)	77% (468)	18% (107)	3% (21)	1% (5)	1% (6)	607
PID/Gender: Dem Men	74% (259)	19% (65)	5% (18)	1% (5)	1% (3)	351
PID/Gender: Dem Women	83% (311)	12% (46)	2% (7)	1% (2)	2% (7)	374
PID/Gender: Ind Men	73% (238)	18% (59)	4% (12)	2% (7)	3% (8)	324
PID/Gender: Ind Women	82% (282)	13% (46)	2% (8)	1% (5)	1% (5)	345
PID/Gender: Rep Men	75% (216)	18% (52)	4% (12)	1% (3)	2% (4)	288
PID/Gender: Rep Women	79% (251)	17% (55)	3% (9)	1% (2)	— (1)	319
Tea Party: Supporter	76% (427)	17% (98)	5% (29)	1% (4)	1% (6)	564
Tea Party: Not Supporter	79% (1120)	16% (225)	3% (38)	1% (20)	1% (21)	1422
Ideo: Liberal (1-3)	81% (566)	13% (92)	4% (28)	1% (8)	1% (10)	703
Ideo: Moderate (4)	78% (318)	17% (68)	3% (12)	1% (5)	1% (5)	410
Ideo: Conservative (5-7)	76% (519)	19% (127)	3% (21)	1% (8)	1% (6)	681
Educ: < College	77% (1002)	17% (225)	3% (42)	1% (19)	1% (19)	1307
Educ: Bachelors degree	83% (307)	11% (40)	3% (12)	1% (2)	2% (7)	369
Educ: Post-grad	76% (248)	18% (59)	4% (12)	1% (2)	1% (3)	324
Income: Under 50k	76% (831)	17% (184)	3% (37)	1% (15)	2% (20)	1088
Income: 50k-100k	80% (519)	15% (97)	3% (18)	1% (7)	1% (6)	647
Income: 100k+	78% (207)	16% (43)	4% (11)	— (1)	1% (2)	265

Continued on next page

Table BRD1_1: How familiar are you with each of the following?
Black Friday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't Know / No Opinion	Total N
Registered Voters	78% (1557)	16% (324)	3% (67)	1% (23)	1% (28)	2000
Ethnicity: White	78% (1242)	17% (265)	3% (47)	1% (20)	1% (16)	1591
Ethnicity: Hispanic	81% (242)	13% (38)	5% (15)	1% (2)	1% (2)	299
Ethnicity: Afr. Am.	79% (192)	12% (30)	4% (11)	1% (4)	4% (9)	244
Ethnicity: Other	75% (124)	18% (29)	5% (9)	— (0)	2% (3)	165
Relig: Protestant	76% (382)	18% (91)	3% (16)	1% (7)	1% (4)	500
Relig: Roman Catholic	78% (332)	16% (70)	4% (18)	1% (3)	1% (3)	426
Relig: Ath./Agn./None	77% (396)	16% (83)	3% (17)	2% (10)	2% (10)	516
Relig: Something Else	77% (244)	16% (51)	3% (10)	1% (3)	2% (8)	315
Relig: Jewish	66% (33)	24% (12)	4% (2)	2% (1)	4% (2)	51
Relig: Evangelical	78% (490)	17% (105)	3% (21)	1% (5)	1% (5)	626
Relig: Non-Evang. Catholics	79% (423)	16% (86)	4% (19)	1% (5)	1% (4)	537
Relig: All Christian	78% (913)	16% (191)	3% (40)	1% (10)	1% (9)	1163
Relig: All Non-Christian	77% (640)	16% (133)	3% (27)	2% (13)	2% (18)	831
Community: Urban	77% (427)	15% (81)	5% (29)	2% (10)	1% (8)	555
Community: Suburban	80% (715)	16% (141)	2% (22)	1% (7)	1% (13)	898
Community: Rural	76% (416)	19% (103)	3% (15)	1% (7)	1% (7)	547
Employ: Private Sector	82% (530)	14% (88)	2% (15)	1% (5)	1% (7)	645
Employ: Government	84% (127)	9% (13)	6% (9)	1% (2)	— (0)	150
Employ: Self-Employed	81% (137)	14% (24)	4% (7)	— (0)	1% (2)	169
Employ: Homemaker	83% (149)	14% (25)	1% (2)	— (1)	1% (1)	178
Employ: Student	85% (91)	9% (10)	— (0)	3% (3)	3% (3)	106
Employ: Retired	67% (267)	26% (104)	5% (18)	2% (7)	1% (3)	399
Employ: Unemployed	72% (116)	19% (31)	3% (5)	2% (3)	3% (5)	161
Employ: Other	74% (142)	15% (29)	5% (10)	1% (2)	4% (8)	191
Job Type: White-collar	79% (581)	16% (117)	3% (20)	1% (7)	1% (9)	734
Job Type: Blue-collar	80% (683)	15% (127)	4% (31)	1% (8)	1% (7)	857
Job Type: Don't Know	72% (293)	20% (81)	4% (15)	2% (8)	3% (12)	409
Military HH: Yes	71% (272)	20% (76)	5% (20)	2% (8)	2% (8)	384
Military HH: No	80% (1286)	15% (248)	3% (47)	1% (15)	1% (21)	1616

Continued on next page

**Table BRD1_1: How familiar are you with each of the following?
Black Friday**

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't Know / No Opinion	Total N
Registered Voters	78% (1557)	16% (324)	3% (67)	1% (23)	1% (28)	2000
RD/WT: Right Direction	77% (464)	15% (88)	5% (28)	1% (8)	2% (11)	599
RD/WT: Wrong Track	78% (1094)	17% (236)	3% (39)	1% (15)	1% (17)	1401
Obama Job: Approve	80% (827)	14% (146)	3% (34)	1% (14)	1% (15)	1035
Obama Job: Disapprove	77% (672)	18% (159)	3% (28)	1% (9)	1% (6)	874
#1 Issue: Economy	80% (528)	15% (101)	2% (16)	1% (6)	1% (7)	658
#1 Issue: Security	74% (276)	20% (76)	2% (8)	1% (5)	2% (6)	372
#1 Issue: Health Care	83% (233)	12% (34)	3% (7)	1% (3)	1% (3)	279
#1 Issue: Medicare / Social Security	72% (157)	18% (40)	8% (17)	1% (1)	1% (2)	217
#1 Issue: Women's Issues	83% (119)	12% (18)	1% (2)	3% (4)	— (1)	143
#1 Issue: Education	85% (113)	10% (13)	2% (3)	1% (1)	3% (4)	134
#1 Issue: Energy	73% (65)	18% (16)	7% (6)	— (0)	2% (2)	89
#1 Issue: Other	61% (66)	25% (27)	7% (8)	3% (3)	4% (5)	109
2014 Vote: Democrat	79% (571)	16% (114)	3% (23)	1% (7)	2% (12)	727
2014 Vote: Republican	79% (419)	17% (90)	3% (15)	1% (7)	— (2)	532
2014 Vote: Other	72% (44)	19% (12)	4% (2)	— (0)	5% (3)	61
2014 Vote: Didn't Vote	77% (521)	16% (109)	4% (25)	1% (9)	2% (12)	676
2012 Vote: Barack Obama	79% (652)	15% (122)	3% (28)	1% (8)	1% (12)	822
2012 Vote: Mitt Romney	79% (446)	17% (95)	2% (14)	1% (7)	— (2)	564
2012 Vote: Other	74% (54)	18% (13)	4% (3)	2% (1)	3% (2)	72
2012 Vote: Didn't Vote	75% (404)	18% (94)	4% (20)	1% (7)	2% (13)	538
4-Region: Northeast	82% (297)	14% (53)	3% (9)	1% (3)	1% (3)	365
4-Region: Midwest	79% (340)	16% (70)	3% (14)	1% (3)	1% (3)	430
4-Region: South	76% (561)	17% (126)	4% (28)	2% (13)	2% (12)	740
4-Region: West	77% (359)	16% (76)	3% (14)	1% (5)	2% (10)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_2: How familiar are you with each of the following?
Small Business Saturday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't Know / No Opinion	Total N
Registered Voters	29% (583)	22% (447)	15% (309)	23% (470)	10% (191)	2000
Gender: Male	27% (262)	22% (216)	18% (169)	22% (214)	11% (102)	963
Gender: Female	31% (322)	22% (231)	14% (140)	25% (256)	9% (89)	1037
Age: 18-29	27% (111)	20% (84)	18% (77)	26% (110)	8% (35)	418
Age: 30-44	36% (190)	23% (121)	13% (68)	19% (99)	9% (45)	523
Age: 45-54	31% (129)	25% (101)	14% (58)	20% (80)	10% (42)	409
Age: 55-64	28% (80)	23% (66)	17% (48)	25% (72)	8% (22)	289
Age: 65+	20% (74)	20% (74)	16% (59)	30% (108)	13% (46)	361
PID: Dem (no lean)	33% (238)	24% (175)	15% (108)	21% (151)	7% (52)	724
PID: Ind (no lean)	30% (201)	19% (126)	16% (110)	24% (160)	11% (72)	669
PID: Rep (no lean)	24% (145)	24% (146)	15% (91)	26% (158)	11% (67)	607
PID/Gender: Dem Men	34% (118)	25% (89)	15% (52)	19% (68)	7% (24)	351
PID/Gender: Dem Women	32% (119)	23% (87)	15% (56)	22% (84)	7% (28)	374
PID/Gender: Ind Men	27% (87)	18% (58)	20% (66)	22% (72)	13% (42)	324
PID/Gender: Ind Women	33% (114)	20% (68)	13% (44)	26% (88)	9% (31)	345
PID/Gender: Rep Men	20% (57)	24% (69)	18% (52)	26% (74)	13% (36)	288
PID/Gender: Rep Women	28% (88)	24% (76)	12% (40)	26% (84)	10% (30)	319
Tea Party: Supporter	28% (159)	24% (136)	15% (87)	23% (130)	9% (52)	564
Tea Party: Not Supporter	30% (420)	22% (309)	16% (221)	24% (335)	10% (137)	1422
Ideo: Liberal (1-3)	35% (243)	25% (175)	15% (104)	19% (131)	7% (50)	703
Ideo: Moderate (4)	29% (120)	18% (75)	19% (76)	27% (109)	7% (29)	410
Ideo: Conservative (5-7)	27% (181)	25% (172)	14% (96)	24% (164)	10% (68)	681
Educ: < College	24% (314)	21% (272)	17% (222)	28% (364)	10% (135)	1307
Educ: Bachelors degree	37% (138)	26% (96)	13% (48)	16% (60)	7% (27)	369
Educ: Post-grad	41% (132)	24% (79)	12% (39)	14% (46)	9% (28)	324
Income: Under 50k	25% (270)	20% (216)	17% (184)	27% (289)	12% (128)	1088
Income: 50k-100k	33% (216)	24% (157)	13% (85)	22% (140)	8% (49)	647
Income: 100k+	37% (97)	28% (74)	15% (40)	15% (41)	5% (13)	265

Continued on next page

Table BRD1_2: How familiar are you with each of the following?
Small Business Saturday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't Know / No Opinion	Total N
Registered Voters	29% (583)	22% (447)	15% (309)	23% (470)	10% (191)	2000
Ethnicity: White	31% (489)	23% (368)	14% (230)	23% (359)	9% (144)	1591
Ethnicity: Hispanic	34% (101)	18% (55)	18% (53)	20% (61)	10% (29)	299
Ethnicity: Afr. Am.	27% (65)	18% (43)	20% (49)	23% (56)	13% (31)	244
Ethnicity: Other	17% (29)	21% (35)	19% (31)	33% (54)	10% (16)	165
Relig: Protestant	31% (153)	24% (119)	15% (76)	20% (100)	10% (52)	500
Relig: Roman Catholic	35% (149)	22% (92)	13% (57)	21% (90)	9% (37)	426
Relig: Ath./Agn./None	25% (127)	23% (117)	16% (83)	27% (140)	9% (49)	516
Relig: Something Else	32% (102)	24% (74)	15% (48)	20% (62)	9% (28)	315
Relig: Jewish	28% (14)	27% (14)	15% (8)	15% (8)	15% (8)	51
Relig: Evangelical	28% (177)	22% (135)	16% (97)	24% (148)	11% (69)	626
Relig: Non-Evang. Catholics	33% (177)	22% (120)	15% (79)	22% (116)	8% (45)	537
Relig: All Christian	30% (353)	22% (255)	15% (177)	23% (264)	10% (114)	1163
Relig: All Non-Christian	28% (228)	23% (192)	16% (131)	24% (203)	9% (77)	831
Community: Urban	29% (160)	23% (129)	17% (95)	22% (120)	9% (51)	555
Community: Suburban	32% (290)	21% (186)	15% (131)	23% (208)	9% (82)	898
Community: Rural	24% (133)	24% (131)	15% (83)	26% (142)	11% (58)	547
Employ: Private Sector	35% (224)	27% (172)	14% (90)	18% (118)	6% (42)	645
Employ: Government	35% (53)	27% (40)	14% (21)	17% (25)	7% (11)	150
Employ: Self-Employed	35% (59)	19% (31)	16% (28)	21% (35)	9% (16)	169
Employ: Homemaker	32% (56)	20% (35)	13% (23)	25% (45)	10% (18)	178
Employ: Student	24% (25)	17% (18)	17% (18)	34% (36)	8% (9)	106
Employ: Retired	20% (82)	20% (80)	19% (77)	28% (113)	12% (47)	399
Employ: Unemployed	27% (43)	19% (30)	12% (19)	28% (44)	15% (24)	161
Employ: Other	22% (41)	21% (40)	18% (34)	27% (52)	13% (24)	191
Job Type: White-collar	36% (264)	24% (178)	13% (98)	18% (132)	8% (62)	734
Job Type: Blue-collar	27% (234)	23% (198)	16% (136)	25% (217)	9% (73)	857
Job Type: Don't Know	21% (85)	17% (71)	18% (75)	30% (121)	14% (56)	409
Military HH: Yes	27% (105)	19% (75)	19% (74)	24% (92)	10% (38)	384
Military HH: No	30% (479)	23% (372)	15% (235)	23% (377)	9% (152)	1616

Continued on next page

Table BRD1_2: How familiar are you with each of the following?
Small Business Saturday

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Don't Know / No Opinion		Total N
Registered Voters	29%	(583)	22%	(447)	15%	(309)	23%	(470)	10%	(191)	2000
RD/WT: Right Direction	38%	(230)	24%	(143)	15%	(88)	16%	(94)	7%	(43)	599
RD/WT: Wrong Track	25%	(353)	22%	(303)	16%	(221)	27%	(376)	11%	(147)	1401
Obama Job: Approve	33%	(344)	22%	(227)	17%	(172)	21%	(219)	7%	(73)	1035
Obama Job: Disapprove	26%	(223)	23%	(204)	14%	(124)	26%	(226)	11%	(97)	874
#1 Issue: Economy	30%	(199)	20%	(132)	14%	(95)	26%	(169)	10%	(63)	658
#1 Issue: Security	23%	(87)	23%	(86)	18%	(67)	25%	(93)	10%	(38)	372
#1 Issue: Health Care	31%	(87)	26%	(74)	13%	(37)	21%	(59)	8%	(22)	279
#1 Issue: Medicare / Social Security	30%	(65)	23%	(50)	14%	(30)	23%	(50)	10%	(22)	217
#1 Issue: Women's Issues	35%	(50)	19%	(27)	19%	(27)	18%	(26)	8%	(12)	143
#1 Issue: Education	31%	(42)	18%	(25)	14%	(19)	26%	(34)	10%	(14)	134
#1 Issue: Energy	40%	(36)	31%	(27)	11%	(10)	15%	(14)	3%	(2)	89
#1 Issue: Other	15%	(16)	24%	(26)	22%	(24)	22%	(24)	16%	(18)	109
2014 Vote: Democrat	37%	(268)	24%	(177)	16%	(113)	17%	(124)	6%	(44)	727
2014 Vote: Republican	29%	(156)	25%	(134)	15%	(78)	22%	(117)	9%	(48)	532
2014 Vote: Other	25%	(16)	21%	(13)	20%	(12)	21%	(13)	13%	(8)	61
2014 Vote: Didn't Vote	21%	(142)	18%	(123)	16%	(105)	32%	(216)	13%	(90)	676
2012 Vote: Barack Obama	35%	(292)	23%	(192)	15%	(121)	19%	(156)	7%	(61)	822
2012 Vote: Mitt Romney	29%	(164)	26%	(144)	14%	(81)	22%	(122)	9%	(52)	564
2012 Vote: Other	37%	(27)	16%	(11)	18%	(13)	21%	(15)	8%	(6)	72
2012 Vote: Didn't Vote	19%	(100)	18%	(97)	17%	(91)	33%	(177)	13%	(72)	538
4-Region: Northeast	36%	(131)	21%	(78)	16%	(59)	19%	(70)	7%	(27)	365
4-Region: Midwest	31%	(133)	25%	(109)	14%	(60)	21%	(90)	9%	(38)	430
4-Region: South	27%	(202)	19%	(141)	16%	(118)	27%	(198)	11%	(81)	740
4-Region: West	25%	(117)	26%	(120)	15%	(71)	24%	(112)	10%	(45)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD1_3: How familiar are you with each of the following?
Cyber Monday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't Know / No Opinion	Total N
Registered Voters	62% (1233)	23% (450)	7% (148)	4% (89)	4% (79)	2000
Gender: Male	59% (565)	22% (209)	9% (86)	5% (51)	5% (52)	963
Gender: Female	64% (668)	23% (242)	6% (62)	4% (38)	3% (28)	1037
Age: 18-29	66% (276)	17% (69)	8% (32)	5% (20)	5% (21)	418
Age: 30-44	70% (369)	19% (99)	5% (25)	3% (14)	3% (16)	523
Age: 45-54	65% (264)	24% (99)	3% (14)	3% (12)	5% (20)	409
Age: 55-64	55% (160)	29% (83)	8% (22)	5% (15)	3% (8)	289
Age: 65+	45% (164)	28% (100)	15% (54)	8% (29)	4% (14)	361
PID: Dem (no lean)	63% (456)	23% (166)	7% (51)	4% (28)	3% (23)	724
PID: Ind (no lean)	61% (407)	22% (148)	7% (47)	5% (37)	5% (31)	669
PID: Rep (no lean)	61% (370)	22% (136)	8% (50)	4% (25)	4% (25)	607
PID/Gender: Dem Men	59% (207)	24% (84)	9% (31)	5% (16)	3% (12)	351
PID/Gender: Dem Women	67% (249)	22% (82)	6% (21)	3% (12)	3% (11)	374
PID/Gender: Ind Men	59% (192)	19% (61)	8% (26)	7% (23)	7% (23)	324
PID/Gender: Ind Women	62% (215)	25% (87)	6% (21)	4% (14)	2% (8)	345
PID/Gender: Rep Men	58% (167)	22% (63)	10% (30)	4% (12)	6% (16)	288
PID/Gender: Rep Women	64% (204)	23% (73)	6% (20)	4% (13)	3% (9)	319
Tea Party: Supporter	59% (335)	24% (133)	8% (42)	4% (25)	5% (29)	564
Tea Party: Not Supporter	63% (891)	22% (314)	7% (106)	4% (63)	3% (48)	1422
Ideo: Liberal (1-3)	68% (479)	18% (129)	7% (52)	3% (22)	3% (21)	703
Ideo: Moderate (4)	59% (243)	27% (112)	7% (27)	4% (15)	3% (12)	410
Ideo: Conservative (5-7)	59% (404)	24% (164)	7% (48)	5% (36)	4% (28)	681
Educ: < College	58% (757)	23% (305)	8% (111)	5% (70)	5% (63)	1307
Educ: Bachelors degree	73% (269)	18% (66)	5% (17)	3% (10)	2% (7)	369
Educ: Post-grad	64% (207)	25% (80)	6% (21)	3% (9)	3% (9)	324
Income: Under 50k	56% (614)	23% (253)	9% (102)	5% (59)	6% (60)	1088
Income: 50k-100k	67% (432)	22% (140)	5% (35)	4% (26)	2% (14)	647
Income: 100k+	71% (187)	22% (57)	4% (11)	2% (5)	2% (5)	265

Continued on next page

Table BRD1_3: How familiar are you with each of the following?
Cyber Monday

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Don't Know / No Opinion	Total N
Registered Voters	62% (1233)	23% (450)	7% (148)	4% (89)	4% (79)	2000
Ethnicity: White	63% (1001)	22% (356)	6% (103)	5% (76)	3% (54)	1591
Ethnicity: Hispanic	67% (200)	19% (56)	7% (20)	3% (10)	4% (13)	299
Ethnicity: Afr. Am.	57% (140)	19% (46)	12% (28)	4% (10)	8% (20)	244
Ethnicity: Other	55% (92)	29% (48)	10% (17)	2% (4)	3% (5)	165
Relig: Protestant	58% (288)	23% (117)	10% (48)	6% (31)	3% (17)	500
Relig: Roman Catholic	64% (273)	23% (97)	7% (31)	3% (12)	3% (12)	426
Relig: Ath./Agn./None	62% (321)	21% (110)	7% (38)	5% (23)	5% (23)	516
Relig: Something Else	64% (201)	23% (72)	6% (17)	4% (13)	4% (12)	315
Relig: Jewish	57% (29)	26% (13)	11% (5)	3% (2)	4% (2)	51
Relig: Evangelical	59% (372)	23% (145)	8% (48)	5% (31)	5% (31)	626
Relig: Non-Evang. Catholics	62% (335)	23% (124)	8% (45)	4% (21)	2% (12)	537
Relig: All Christian	61% (707)	23% (268)	8% (93)	4% (52)	4% (43)	1163
Relig: All Non-Christian	63% (522)	22% (182)	7% (55)	4% (36)	4% (35)	831
Community: Urban	62% (342)	20% (113)	9% (50)	4% (24)	4% (25)	555
Community: Suburban	64% (575)	23% (207)	6% (55)	4% (34)	3% (27)	898
Community: Rural	58% (316)	24% (130)	8% (43)	6% (31)	5% (27)	547
Employ: Private Sector	70% (450)	21% (136)	5% (31)	2% (15)	2% (14)	645
Employ: Government	73% (109)	19% (28)	6% (9)	1% (2)	1% (2)	150
Employ: Self-Employed	63% (107)	19% (33)	8% (14)	5% (8)	5% (8)	169
Employ: Homemaker	65% (115)	24% (42)	4% (7)	5% (8)	3% (6)	178
Employ: Student	69% (73)	15% (16)	8% (9)	4% (4)	4% (4)	106
Employ: Retired	48% (193)	28% (113)	12% (49)	7% (30)	4% (14)	399
Employ: Unemployed	53% (85)	25% (41)	7% (11)	6% (10)	8% (14)	161
Employ: Other	52% (100)	22% (42)	10% (19)	6% (12)	9% (18)	191
Job Type: White-collar	68% (497)	21% (156)	5% (39)	3% (24)	3% (19)	734
Job Type: Blue-collar	62% (533)	22% (191)	8% (66)	4% (36)	4% (30)	857
Job Type: Don't Know	50% (203)	25% (103)	10% (42)	7% (30)	7% (30)	409
Military HH: Yes	56% (214)	22% (83)	10% (40)	6% (23)	6% (23)	384
Military HH: No	63% (1019)	23% (367)	7% (108)	4% (66)	3% (57)	1616

Continued on next page

Table BRD1_3: How familiar are you with each of the following?
Cyber Monday

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Don't Know / No Opinion		Total N
Registered Voters	62%	(1233)	23%	(450)	7%	(148)	4%	(89)	4%	(79)	2000
RD/WT: Right Direction	63%	(376)	23%	(136)	8%	(51)	3%	(16)	3%	(20)	599
RD/WT: Wrong Track	61%	(857)	22%	(314)	7%	(97)	5%	(73)	4%	(59)	1401
Obama Job: Approve	65%	(672)	21%	(219)	7%	(73)	4%	(41)	3%	(30)	1035
Obama Job: Disapprove	60%	(522)	24%	(208)	7%	(62)	5%	(43)	4%	(39)	874
#1 Issue: Economy	66%	(435)	20%	(131)	6%	(42)	4%	(25)	4%	(24)	658
#1 Issue: Security	55%	(206)	25%	(93)	9%	(34)	6%	(22)	5%	(17)	372
#1 Issue: Health Care	65%	(183)	25%	(70)	3%	(9)	4%	(12)	2%	(6)	279
#1 Issue: Medicare / Social Security	58%	(125)	21%	(46)	12%	(26)	5%	(10)	4%	(9)	217
#1 Issue: Women's Issues	69%	(99)	24%	(34)	2%	(2)	4%	(6)	1%	(2)	143
#1 Issue: Education	66%	(88)	17%	(22)	6%	(8)	4%	(5)	8%	(10)	134
#1 Issue: Energy	63%	(56)	22%	(19)	10%	(9)	3%	(2)	3%	(2)	89
#1 Issue: Other	38%	(41)	32%	(35)	16%	(17)	6%	(7)	8%	(8)	109
2014 Vote: Democrat	65%	(474)	22%	(160)	6%	(41)	4%	(28)	3%	(24)	727
2014 Vote: Republican	63%	(337)	22%	(119)	7%	(37)	4%	(21)	3%	(18)	532
2014 Vote: Other	58%	(36)	27%	(17)	8%	(5)	—	(0)	7%	(4)	61
2014 Vote: Didn't Vote	57%	(384)	23%	(155)	9%	(63)	6%	(40)	5%	(33)	676
2012 Vote: Barack Obama	65%	(538)	22%	(179)	6%	(50)	3%	(29)	3%	(26)	822
2012 Vote: Mitt Romney	63%	(354)	23%	(130)	7%	(37)	4%	(23)	4%	(20)	564
2012 Vote: Other	58%	(42)	27%	(20)	9%	(6)	4%	(3)	3%	(2)	72
2012 Vote: Didn't Vote	55%	(298)	23%	(121)	10%	(52)	6%	(35)	6%	(31)	538
4-Region: Northeast	68%	(248)	21%	(76)	7%	(26)	2%	(9)	2%	(6)	365
4-Region: Midwest	63%	(269)	23%	(100)	8%	(36)	4%	(16)	2%	(9)	430
4-Region: South	58%	(431)	24%	(175)	8%	(56)	6%	(41)	5%	(37)	740
4-Region: West	61%	(285)	22%	(100)	6%	(29)	5%	(24)	6%	(26)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD2: Do you plan on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	Yes, definitely will	Yes, probably will	No, probably not	No, definitely not	Don't Know / No Opinion	Total N
Registered Voters	24% (475)	27% (532)	23% (458)	19% (388)	7% (147)	2000
Gender: Male	27% (260)	27% (256)	21% (205)	18% (171)	7% (70)	963
Gender: Female	21% (215)	27% (275)	24% (253)	21% (217)	7% (77)	1037
Age: 18-29	32% (133)	33% (139)	21% (90)	9% (36)	5% (20)	418
Age: 30-44	30% (157)	31% (164)	20% (102)	12% (63)	7% (36)	523
Age: 45-54	23% (96)	27% (111)	21% (86)	19% (78)	9% (38)	409
Age: 55-64	17% (50)	23% (67)	27% (77)	26% (75)	7% (20)	289
Age: 65+	11% (39)	14% (51)	29% (103)	38% (136)	9% (33)	361
PID: Dem (no lean)	28% (202)	29% (209)	19% (135)	18% (129)	7% (48)	724
PID: Ind (no lean)	18% (118)	25% (168)	25% (169)	24% (159)	8% (56)	669
PID: Rep (no lean)	26% (155)	25% (155)	25% (154)	16% (100)	7% (43)	607
PID/Gender: Dem Men	34% (119)	31% (108)	15% (54)	14% (49)	6% (21)	351
PID/Gender: Dem Women	22% (84)	27% (101)	22% (82)	21% (80)	7% (27)	374
PID/Gender: Ind Men	20% (65)	24% (77)	23% (75)	24% (79)	9% (28)	324
PID/Gender: Ind Women	15% (53)	26% (91)	27% (94)	23% (80)	8% (27)	345
PID/Gender: Rep Men	27% (77)	25% (71)	26% (76)	15% (43)	7% (20)	288
PID/Gender: Rep Women	24% (78)	26% (83)	24% (77)	18% (57)	7% (23)	319
Tea Party: Supporter	33% (184)	23% (132)	23% (131)	15% (86)	5% (31)	564
Tea Party: Not Supporter	20% (290)	28% (396)	23% (326)	21% (299)	8% (112)	1422
Ideo: Liberal (1-3)	27% (191)	29% (205)	20% (138)	18% (128)	6% (41)	703
Ideo: Moderate (4)	19% (79)	29% (117)	24% (100)	18% (75)	9% (38)	410
Ideo: Conservative (5-7)	24% (160)	22% (152)	26% (175)	22% (148)	7% (45)	681
Educ: < College	23% (302)	26% (337)	24% (313)	19% (248)	8% (107)	1307
Educ: Bachelors degree	23% (84)	30% (111)	20% (74)	20% (72)	8% (28)	369
Educ: Post-grad	27% (89)	26% (84)	22% (72)	21% (68)	4% (12)	324
Income: Under 50k	22% (236)	25% (267)	23% (255)	21% (233)	9% (98)	1088
Income: 50k-100k	27% (175)	28% (183)	22% (144)	17% (113)	5% (33)	647
Income: 100k+	24% (65)	31% (81)	22% (59)	16% (43)	6% (17)	265
Ethnicity: White	22% (350)	26% (407)	24% (383)	21% (341)	7% (110)	1591
Ethnicity: Hispanic	41% (122)	28% (83)	18% (53)	10% (30)	4% (11)	299

Continued on next page

Table BRD2: Do you plan on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	Yes, definitely will	Yes, probably will	No, probably not	No, definitely not	Don't Know / No Opinion	Total N
Registered Voters	24% (475)	27% (532)	23% (458)	19% (388)	7% (147)	2000
Ethnicity: Afr. Am.	33% (82)	27% (66)	17% (41)	13% (32)	10% (24)	244
Ethnicity: Other	26% (44)	35% (58)	21% (34)	10% (16)	8% (13)	165
Relig: Protestant	18% (89)	25% (123)	26% (132)	26% (128)	6% (28)	500
Relig: Roman Catholic	33% (139)	28% (119)	19% (80)	14% (59)	7% (28)	426
Relig: Ath./Agn./None	19% (98)	27% (138)	24% (121)	21% (110)	9% (49)	516
Relig: Something Else	25% (80)	29% (91)	22% (68)	18% (58)	6% (18)	315
Relig: Jewish	21% (11)	28% (14)	16% (8)	25% (13)	10% (5)	51
Relig: Evangelical	27% (168)	26% (160)	24% (152)	16% (102)	7% (44)	626
Relig: Non-Evang. Catholics	24% (128)	26% (141)	21% (115)	22% (118)	6% (34)	537
Relig: All Christian	25% (296)	26% (301)	23% (268)	19% (220)	7% (79)	1163
Relig: All Non-Christian	21% (178)	28% (229)	23% (189)	20% (168)	8% (66)	831
Community: Urban	29% (160)	30% (168)	21% (116)	14% (79)	6% (32)	555
Community: Suburban	22% (201)	25% (221)	26% (229)	19% (173)	8% (74)	898
Community: Rural	21% (115)	26% (143)	21% (113)	25% (135)	8% (42)	547
Employ: Private Sector	31% (200)	30% (192)	20% (131)	14% (93)	5% (30)	645
Employ: Government	26% (39)	30% (45)	25% (37)	14% (20)	6% (9)	150
Employ: Self-Employed	29% (50)	24% (41)	19% (33)	19% (33)	8% (13)	169
Employ: Homemaker	20% (36)	35% (62)	25% (44)	15% (28)	5% (9)	178
Employ: Student	27% (29)	34% (37)	25% (27)	8% (9)	5% (5)	106
Employ: Retired	10% (40)	16% (62)	28% (112)	36% (145)	10% (40)	399
Employ: Unemployed	19% (30)	26% (41)	22% (36)	19% (31)	14% (23)	161
Employ: Other	27% (52)	27% (52)	21% (40)	16% (30)	9% (17)	191
Job Type: White-collar	25% (186)	28% (208)	22% (161)	19% (140)	5% (39)	734
Job Type: Blue-collar	22% (191)	25% (217)	24% (202)	22% (188)	7% (59)	857
Job Type: Don't Know	24% (98)	26% (107)	23% (96)	14% (59)	12% (49)	409
Military HH: Yes	23% (87)	27% (104)	22% (83)	21% (83)	7% (27)	384
Military HH: No	24% (389)	26% (428)	23% (375)	19% (305)	7% (120)	1616
RD/WT: Right Direction	32% (192)	29% (171)	15% (90)	17% (100)	8% (45)	599
RD/WT: Wrong Track	20% (283)	26% (360)	26% (368)	21% (288)	7% (102)	1401
Obama Job: Approve	28% (286)	29% (296)	21% (213)	17% (180)	6% (61)	1035
Obama Job: Disapprove	20% (173)	25% (218)	26% (230)	22% (190)	7% (63)	874

Continued on next page

Table BRD2: Do you plan on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	24%	(475)	27%	(532)	23%	(458)	19%	(388)	7%	(147)	2000
#1 Issue: Economy	21%	(140)	30%	(199)	22%	(146)	19%	(126)	7%	(46)	658
#1 Issue: Security	25%	(92)	29%	(110)	24%	(87)	15%	(56)	7%	(26)	372
#1 Issue: Health Care	27%	(75)	25%	(71)	23%	(65)	19%	(53)	5%	(15)	279
#1 Issue: Medicare / Social Security	19%	(42)	16%	(35)	24%	(52)	30%	(65)	10%	(23)	217
#1 Issue: Women's Issues	33%	(47)	28%	(40)	19%	(27)	16%	(23)	4%	(6)	143
#1 Issue: Education	30%	(40)	26%	(35)	23%	(30)	14%	(18)	7%	(10)	134
#1 Issue: Energy	28%	(25)	24%	(22)	25%	(22)	18%	(16)	5%	(4)	89
#1 Issue: Other	12%	(13)	19%	(20)	25%	(28)	28%	(31)	16%	(17)	109
2014 Vote: Democrat	27%	(193)	28%	(205)	18%	(134)	20%	(146)	7%	(50)	727
2014 Vote: Republican	23%	(120)	23%	(125)	27%	(145)	21%	(111)	6%	(32)	532
2014 Vote: Other	19%	(12)	14%	(9)	16%	(10)	35%	(21)	16%	(10)	61
2014 Vote: Didn't Vote	22%	(150)	28%	(191)	25%	(169)	16%	(111)	8%	(56)	676
2012 Vote: Barack Obama	26%	(216)	29%	(241)	18%	(150)	20%	(163)	6%	(52)	822
2012 Vote: Mitt Romney	21%	(117)	23%	(129)	27%	(151)	22%	(125)	8%	(43)	564
2012 Vote: Other	14%	(10)	23%	(17)	21%	(15)	34%	(24)	9%	(6)	72
2012 Vote: Didn't Vote	25%	(132)	27%	(145)	26%	(140)	14%	(76)	8%	(45)	538
4-Region: Northeast	29%	(105)	29%	(107)	19%	(69)	17%	(64)	5%	(20)	365
4-Region: Midwest	22%	(94)	28%	(118)	22%	(94)	22%	(93)	7%	(31)	430
4-Region: South	23%	(171)	25%	(188)	24%	(177)	19%	(138)	9%	(66)	740
4-Region: West	23%	(105)	25%	(118)	26%	(119)	20%	(93)	6%	(30)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_1: Which of the following do you plan on shopping during?
Thursday morning or afternoon on Thanksgiving Day

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	12%	(239)	10%	(206)	19%	(373)	51%	(1012)	8%	(169)	2000
Gender: Male	17%	(160)	11%	(103)	21%	(202)	42%	(404)	10%	(93)	963
Gender: Female	8%	(79)	10%	(104)	17%	(171)	59%	(608)	7%	(76)	1037
Age: 18-29	20%	(83)	14%	(58)	24%	(100)	35%	(146)	7%	(31)	418
Age: 30-44	19%	(99)	11%	(59)	19%	(101)	42%	(217)	9%	(47)	523
Age: 45-54	9%	(37)	13%	(53)	17%	(71)	50%	(206)	10%	(42)	409
Age: 55-64	4%	(13)	9%	(26)	17%	(49)	62%	(180)	7%	(21)	289
Age: 65+	2%	(8)	3%	(10)	14%	(52)	73%	(262)	8%	(29)	361
PID: Dem (no lean)	18%	(131)	10%	(71)	19%	(136)	45%	(326)	8%	(60)	724
PID: Ind (no lean)	8%	(56)	10%	(67)	20%	(133)	52%	(348)	10%	(65)	669
PID: Rep (no lean)	9%	(53)	11%	(68)	17%	(104)	56%	(337)	7%	(44)	607
PID/Gender: Dem Men	26%	(92)	11%	(39)	20%	(69)	33%	(117)	10%	(33)	351
PID/Gender: Dem Women	10%	(38)	9%	(33)	18%	(67)	56%	(209)	7%	(27)	374
PID/Gender: Ind Men	11%	(35)	11%	(36)	22%	(72)	46%	(150)	10%	(32)	324
PID/Gender: Ind Women	6%	(21)	9%	(32)	18%	(61)	58%	(199)	9%	(32)	345
PID/Gender: Rep Men	11%	(33)	10%	(29)	21%	(61)	48%	(138)	10%	(28)	288
PID/Gender: Rep Women	6%	(20)	12%	(39)	14%	(44)	63%	(199)	5%	(17)	319
Tea Party: Supporter	22%	(125)	12%	(70)	16%	(91)	43%	(241)	7%	(37)	564
Tea Party: Not Supporter	8%	(114)	10%	(136)	20%	(282)	54%	(764)	9%	(128)	1422
Ideo: Liberal (1-3)	17%	(120)	11%	(75)	19%	(137)	47%	(327)	6%	(44)	703
Ideo: Moderate (4)	9%	(36)	11%	(44)	21%	(87)	51%	(208)	8%	(34)	410
Ideo: Conservative (5-7)	9%	(60)	9%	(60)	16%	(109)	58%	(394)	9%	(58)	681
Educ: < College	12%	(154)	11%	(140)	21%	(273)	47%	(615)	10%	(126)	1307
Educ: Bachelors degree	9%	(35)	11%	(39)	15%	(56)	58%	(215)	7%	(24)	369
Educ: Post-grad	16%	(51)	8%	(27)	14%	(45)	56%	(182)	6%	(20)	324
Income: Under 50k	12%	(134)	10%	(112)	20%	(215)	47%	(515)	10%	(112)	1088
Income: 50k-100k	11%	(73)	10%	(66)	18%	(118)	54%	(347)	7%	(43)	647
Income: 100k+	12%	(32)	11%	(28)	15%	(41)	56%	(149)	5%	(14)	265

Continued on next page

Table BRD3_1: Which of the following do you plan on shopping during?
Thursday morning or afternoon on Thanksgiving Day

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	12%	(239)	10%	(206)	19%	(373)	51%	(1012)	8%	(169)	2000
Ethnicity: White	10%	(162)	9%	(147)	17%	(273)	56%	(888)	8%	(121)	1591
Ethnicity: Hispanic	27%	(82)	15%	(46)	19%	(56)	33%	(98)	6%	(18)	299
Ethnicity: Afr. Am.	19%	(47)	15%	(36)	23%	(56)	29%	(71)	14%	(34)	244
Ethnicity: Other	19%	(31)	14%	(23)	27%	(44)	32%	(52)	9%	(15)	165
Relig: Protestant	8%	(42)	7%	(37)	16%	(80)	62%	(312)	6%	(29)	500
Relig: Roman Catholic	16%	(69)	13%	(57)	20%	(84)	45%	(192)	5%	(23)	426
Relig: Ath./Agn./None	10%	(51)	10%	(52)	21%	(107)	49%	(251)	11%	(56)	516
Relig: Something Else	14%	(43)	11%	(33)	17%	(55)	48%	(152)	10%	(31)	315
Relig: Jewish	12%	(6)	—	(0)	11%	(6)	62%	(32)	15%	(8)	51
Relig: Evangelical	16%	(99)	10%	(61)	19%	(117)	47%	(292)	9%	(56)	626
Relig: Non-Evang. Catholics	8%	(45)	11%	(60)	18%	(95)	58%	(314)	4%	(23)	537
Relig: All Christian	12%	(144)	10%	(122)	18%	(212)	52%	(606)	7%	(79)	1163
Relig: All Non-Christian	11%	(95)	10%	(85)	19%	(162)	48%	(403)	10%	(87)	831
Community: Urban	19%	(105)	14%	(78)	19%	(106)	39%	(219)	8%	(46)	555
Community: Suburban	9%	(83)	8%	(69)	18%	(158)	56%	(506)	9%	(82)	898
Community: Rural	9%	(51)	11%	(60)	20%	(109)	52%	(286)	8%	(42)	547
Employ: Private Sector	17%	(111)	10%	(65)	18%	(114)	50%	(320)	5%	(35)	645
Employ: Government	11%	(17)	13%	(19)	16%	(25)	56%	(83)	4%	(6)	150
Employ: Self-Employed	14%	(24)	15%	(25)	20%	(33)	43%	(73)	8%	(14)	169
Employ: Homemaker	8%	(14)	10%	(17)	19%	(35)	56%	(100)	7%	(12)	178
Employ: Student	20%	(21)	16%	(17)	30%	(31)	26%	(28)	9%	(9)	106
Employ: Retired	3%	(10)	4%	(15)	16%	(65)	70%	(278)	8%	(31)	399
Employ: Unemployed	8%	(13)	13%	(20)	20%	(32)	40%	(64)	20%	(31)	161
Employ: Other	15%	(28)	15%	(28)	20%	(39)	34%	(66)	16%	(30)	191
Job Type: White-collar	14%	(101)	9%	(69)	16%	(114)	55%	(404)	6%	(46)	734
Job Type: Blue-collar	11%	(91)	9%	(76)	19%	(167)	54%	(462)	7%	(61)	857
Job Type: Don't Know	12%	(47)	15%	(61)	23%	(93)	36%	(145)	15%	(62)	409
Military HH: Yes	19%	(73)	8%	(32)	18%	(68)	46%	(178)	9%	(33)	384
Military HH: No	10%	(166)	11%	(174)	19%	(306)	52%	(833)	8%	(137)	1616

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Table BRD3_1: Which of the following do you plan on shopping during?
Thursday morning or afternoon on Thanksgiving Day

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	12%	(239)	10%	(206)	19%	(373)	51%	(1012)	8%	(169)	2000
RD/WT: Right Direction	23%	(136)	12%	(72)	16%	(93)	41%	(244)	9%	(54)	599
RD/WT: Wrong Track	7%	(104)	10%	(134)	20%	(281)	55%	(768)	8%	(115)	1401
Obama Job: Approve	17%	(173)	11%	(110)	19%	(199)	46%	(479)	7%	(73)	1035
Obama Job: Disapprove	6%	(53)	10%	(84)	19%	(162)	58%	(503)	8%	(71)	874
#1 Issue: Economy	9%	(58)	11%	(70)	22%	(144)	51%	(335)	8%	(51)	658
#1 Issue: Security	11%	(42)	11%	(39)	19%	(69)	51%	(188)	9%	(33)	372
#1 Issue: Health Care	15%	(43)	13%	(36)	17%	(47)	50%	(141)	4%	(12)	279
#1 Issue: Medicare / Social Security	9%	(19)	5%	(11)	14%	(31)	60%	(131)	11%	(25)	217
#1 Issue: Women's Issues	17%	(24)	11%	(15)	21%	(30)	45%	(64)	7%	(9)	143
#1 Issue: Education	21%	(27)	10%	(14)	20%	(27)	38%	(51)	11%	(14)	134
#1 Issue: Energy	19%	(17)	13%	(12)	14%	(13)	49%	(43)	5%	(5)	89
#1 Issue: Other	8%	(8)	8%	(9)	12%	(13)	54%	(58)	19%	(21)	109
2014 Vote: Democrat	17%	(126)	9%	(65)	18%	(131)	48%	(347)	8%	(58)	727
2014 Vote: Republican	6%	(34)	8%	(44)	16%	(86)	63%	(336)	6%	(31)	532
2014 Vote: Other	9%	(6)	12%	(8)	15%	(9)	55%	(34)	8%	(5)	61
2014 Vote: Didn't Vote	11%	(72)	13%	(89)	22%	(146)	43%	(293)	11%	(75)	676
2012 Vote: Barack Obama	17%	(139)	9%	(71)	17%	(139)	50%	(408)	8%	(64)	822
2012 Vote: Mitt Romney	6%	(35)	8%	(46)	18%	(100)	61%	(345)	7%	(38)	564
2012 Vote: Other	3%	(2)	12%	(9)	12%	(9)	63%	(46)	10%	(7)	72
2012 Vote: Didn't Vote	12%	(63)	15%	(80)	23%	(125)	39%	(210)	11%	(60)	538
4-Region: Northeast	16%	(58)	9%	(32)	15%	(54)	55%	(200)	6%	(21)	365
4-Region: Midwest	10%	(41)	11%	(46)	23%	(98)	50%	(214)	7%	(31)	430
4-Region: South	12%	(91)	11%	(82)	18%	(134)	49%	(359)	10%	(74)	740
4-Region: West	10%	(49)	10%	(46)	19%	(87)	51%	(239)	9%	(43)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_2: Which of the following do you plan on shopping during?
 Thursday evening on Thanksgiving Day

Demographic	Yes, definitely will	Yes, probably will	No, probably not	No, definitely not	Don't Know / No Opinion	Total N
Registered Voters	10% (193)	14% (288)	20% (393)	49% (983)	7% (144)	2000
Gender: Male	12% (117)	16% (156)	22% (209)	41% (398)	9% (82)	963
Gender: Female	7% (76)	13% (132)	18% (184)	56% (584)	6% (62)	1037
Age: 18-29	15% (64)	21% (87)	23% (98)	34% (144)	6% (25)	418
Age: 30-44	13% (68)	18% (97)	23% (118)	39% (202)	7% (39)	523
Age: 45-54	8% (33)	17% (69)	18% (74)	48% (198)	8% (35)	409
Age: 55-64	8% (23)	7% (21)	17% (49)	62% (178)	6% (18)	289
Age: 65+	2% (6)	4% (14)	15% (53)	72% (261)	8% (27)	361
PID: Dem (no lean)	14% (103)	15% (110)	21% (150)	43% (309)	7% (52)	724
PID: Ind (no lean)	7% (48)	14% (91)	20% (135)	51% (340)	8% (54)	669
PID: Rep (no lean)	7% (42)	14% (86)	18% (108)	55% (333)	6% (37)	607
PID/Gender: Dem Men	18% (65)	19% (66)	21% (74)	33% (114)	9% (31)	351
PID/Gender: Dem Women	10% (38)	12% (44)	20% (76)	52% (195)	6% (21)	374
PID/Gender: Ind Men	8% (26)	15% (49)	24% (76)	45% (146)	8% (26)	324
PID/Gender: Ind Women	6% (22)	12% (43)	17% (58)	56% (194)	8% (28)	345
PID/Gender: Rep Men	9% (27)	14% (41)	20% (58)	48% (138)	8% (24)	288
PID/Gender: Rep Women	5% (15)	14% (45)	16% (49)	61% (195)	4% (13)	319
Tea Party: Supporter	16% (89)	20% (111)	18% (100)	42% (234)	5% (30)	564
Tea Party: Not Supporter	7% (104)	12% (175)	21% (293)	52% (740)	8% (111)	1422
Ideo: Liberal (1-3)	12% (83)	18% (125)	20% (143)	45% (315)	5% (37)	703
Ideo: Moderate (4)	8% (34)	13% (55)	23% (94)	50% (204)	5% (22)	410
Ideo: Conservative (5-7)	7% (47)	12% (80)	18% (119)	56% (380)	8% (54)	681
Educ: < College	10% (135)	14% (178)	22% (283)	47% (612)	8% (99)	1307
Educ: Bachelors degree	8% (29)	14% (50)	16% (60)	55% (202)	8% (28)	369
Educ: Post-grad	9% (30)	18% (59)	15% (49)	52% (169)	5% (17)	324
Income: Under 50k	11% (116)	14% (149)	21% (225)	46% (505)	9% (93)	1088
Income: 50k-100k	8% (54)	15% (94)	20% (131)	51% (328)	6% (39)	647
Income: 100k+	9% (24)	17% (44)	14% (36)	56% (150)	4% (12)	265

Continued on next page

**Table BRD3_2: Which of the following do you plan on shopping during?
Thursday evening on Thanksgiving Day**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	10%	(193)	14%	(288)	20%	(393)	49%	(983)	7%	(144)	2000
Ethnicity: White	8%	(129)	13%	(205)	18%	(292)	54%	(859)	7%	(105)	1591
Ethnicity: Hispanic	20%	(60)	23%	(70)	20%	(61)	31%	(92)	6%	(17)	299
Ethnicity: Afr. Am.	18%	(43)	19%	(47)	25%	(62)	28%	(68)	10%	(24)	244
Ethnicity: Other	13%	(22)	22%	(36)	23%	(38)	33%	(55)	9%	(14)	165
Relig: Protestant	5%	(24)	12%	(61)	20%	(99)	59%	(293)	5%	(24)	500
Relig: Roman Catholic	13%	(57)	18%	(78)	17%	(73)	45%	(191)	6%	(26)	426
Relig: Ath./Agn./None	9%	(46)	14%	(71)	22%	(114)	48%	(246)	8%	(40)	516
Relig: Something Else	11%	(34)	14%	(44)	18%	(58)	48%	(151)	9%	(29)	315
Relig: Jewish	8%	(4)	5%	(3)	7%	(4)	64%	(33)	15%	(8)	51
Relig: Evangelical	10%	(61)	17%	(107)	20%	(126)	45%	(281)	8%	(51)	626
Relig: Non-Evang. Catholics	9%	(51)	12%	(65)	18%	(95)	57%	(304)	4%	(22)	537
Relig: All Christian	10%	(112)	15%	(172)	19%	(221)	50%	(585)	6%	(73)	1163
Relig: All Non-Christian	10%	(81)	14%	(114)	21%	(171)	48%	(396)	8%	(69)	831
Community: Urban	12%	(64)	22%	(124)	20%	(110)	40%	(220)	7%	(37)	555
Community: Suburban	9%	(80)	11%	(95)	18%	(163)	55%	(491)	8%	(70)	898
Community: Rural	9%	(50)	13%	(69)	22%	(119)	50%	(272)	7%	(37)	547
Employ: Private Sector	10%	(67)	18%	(117)	21%	(133)	46%	(298)	4%	(28)	645
Employ: Government	12%	(18)	14%	(21)	18%	(26)	52%	(78)	4%	(6)	150
Employ: Self-Employed	13%	(21)	18%	(30)	22%	(37)	42%	(72)	6%	(9)	169
Employ: Homemaker	9%	(17)	13%	(23)	21%	(37)	51%	(91)	6%	(10)	178
Employ: Student	21%	(23)	16%	(17)	23%	(24)	33%	(35)	8%	(8)	106
Employ: Retired	3%	(11)	5%	(19)	16%	(65)	69%	(276)	7%	(29)	399
Employ: Unemployed	6%	(9)	15%	(25)	19%	(31)	42%	(68)	18%	(29)	161
Employ: Other	14%	(27)	18%	(35)	21%	(40)	34%	(65)	13%	(24)	191
Job Type: White-collar	9%	(70)	14%	(102)	18%	(131)	54%	(396)	5%	(35)	734
Job Type: Blue-collar	9%	(77)	13%	(110)	20%	(170)	52%	(445)	6%	(54)	857
Job Type: Don't Know	11%	(47)	18%	(75)	22%	(91)	34%	(141)	13%	(54)	409
Military HH: Yes	12%	(45)	14%	(54)	21%	(79)	45%	(173)	8%	(33)	384
Military HH: No	9%	(148)	14%	(233)	19%	(314)	50%	(810)	7%	(111)	1616

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Table BRD3_2: Which of the following do you plan on shopping during?
 Thursday evening on Thanksgiving Day

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	10%	(193)	14%	(288)	20%	(393)	49%	(983)	7%	(144)	2000
RD/WT: Right Direction	16%	(97)	19%	(111)	19%	(114)	38%	(229)	8%	(48)	599
RD/WT: Wrong Track	7%	(96)	13%	(176)	20%	(279)	54%	(753)	7%	(96)	1401
Obama Job: Approve	12%	(128)	16%	(167)	21%	(217)	45%	(462)	6%	(61)	1035
Obama Job: Disapprove	6%	(54)	12%	(106)	19%	(163)	56%	(491)	7%	(60)	874
#1 Issue: Economy	8%	(53)	14%	(91)	23%	(153)	49%	(320)	6%	(42)	658
#1 Issue: Security	9%	(33)	15%	(54)	20%	(76)	50%	(185)	6%	(24)	372
#1 Issue: Health Care	13%	(37)	16%	(44)	18%	(50)	49%	(137)	4%	(12)	279
#1 Issue: Medicare / Social Security	10%	(22)	9%	(20)	12%	(25)	59%	(127)	11%	(23)	217
#1 Issue: Women's Issues	11%	(16)	19%	(28)	21%	(30)	40%	(57)	8%	(11)	143
#1 Issue: Education	10%	(13)	22%	(29)	19%	(25)	44%	(58)	6%	(8)	134
#1 Issue: Energy	14%	(13)	14%	(12)	18%	(16)	49%	(44)	5%	(5)	89
#1 Issue: Other	6%	(7)	8%	(9)	16%	(18)	51%	(56)	18%	(19)	109
2014 Vote: Democrat	12%	(84)	16%	(116)	21%	(153)	44%	(322)	7%	(53)	727
2014 Vote: Republican	5%	(28)	10%	(56)	17%	(91)	61%	(326)	6%	(31)	532
2014 Vote: Other	12%	(8)	9%	(6)	15%	(9)	56%	(34)	8%	(5)	61
2014 Vote: Didn't Vote	11%	(73)	16%	(110)	20%	(138)	44%	(299)	8%	(56)	676
2012 Vote: Barack Obama	11%	(91)	17%	(136)	20%	(163)	46%	(379)	7%	(54)	822
2012 Vote: Mitt Romney	5%	(28)	10%	(56)	19%	(107)	60%	(337)	6%	(36)	564
2012 Vote: Other	7%	(5)	10%	(7)	12%	(8)	63%	(45)	9%	(6)	72
2012 Vote: Didn't Vote	13%	(69)	16%	(88)	21%	(113)	41%	(219)	9%	(48)	538
4-Region: Northeast	13%	(47)	14%	(52)	16%	(58)	52%	(190)	5%	(19)	365
4-Region: Midwest	9%	(40)	14%	(62)	22%	(94)	48%	(206)	7%	(29)	430
4-Region: South	10%	(73)	15%	(110)	20%	(146)	48%	(354)	8%	(58)	740
4-Region: West	7%	(33)	14%	(64)	21%	(95)	50%	(233)	8%	(39)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_3: Which of the following do you plan on shopping during?
Black Friday, around midnight to the morning

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	15%	(309)	15%	(308)	20%	(401)	42%	(833)	7%	(149)	2000
Gender: Male	20%	(194)	15%	(143)	20%	(196)	36%	(343)	9%	(86)	963
Gender: Female	11%	(115)	16%	(165)	20%	(205)	47%	(490)	6%	(63)	1037
Age: 18-29	26%	(108)	21%	(86)	24%	(99)	25%	(103)	5%	(22)	418
Age: 30-44	21%	(107)	19%	(101)	23%	(121)	29%	(152)	8%	(41)	523
Age: 45-54	14%	(56)	15%	(60)	20%	(81)	43%	(175)	9%	(37)	409
Age: 55-64	9%	(25)	13%	(38)	16%	(45)	55%	(160)	7%	(20)	289
Age: 65+	3%	(12)	6%	(23)	15%	(55)	67%	(243)	8%	(29)	361
PID: Dem (no lean)	19%	(137)	17%	(126)	18%	(129)	39%	(282)	7%	(50)	724
PID: Ind (no lean)	14%	(92)	13%	(88)	21%	(140)	44%	(294)	8%	(54)	669
PID: Rep (no lean)	13%	(80)	16%	(94)	22%	(132)	42%	(256)	7%	(44)	607
PID/Gender: Dem Men	26%	(90)	18%	(64)	17%	(60)	31%	(107)	8%	(30)	351
PID/Gender: Dem Women	13%	(47)	16%	(61)	19%	(69)	47%	(175)	6%	(21)	374
PID/Gender: Ind Men	17%	(55)	13%	(41)	21%	(68)	41%	(133)	8%	(27)	324
PID/Gender: Ind Women	11%	(37)	14%	(47)	21%	(72)	47%	(161)	8%	(28)	345
PID/Gender: Rep Men	17%	(49)	13%	(37)	24%	(68)	36%	(103)	10%	(30)	288
PID/Gender: Rep Women	10%	(30)	18%	(57)	20%	(64)	48%	(154)	4%	(14)	319
Tea Party: Supporter	25%	(142)	16%	(90)	20%	(111)	33%	(188)	6%	(34)	564
Tea Party: Not Supporter	12%	(166)	15%	(215)	20%	(290)	45%	(641)	8%	(111)	1422
Ideo: Liberal (1-3)	20%	(142)	15%	(108)	21%	(145)	38%	(269)	5%	(39)	703
Ideo: Moderate (4)	12%	(49)	16%	(66)	21%	(87)	45%	(183)	6%	(24)	410
Ideo: Conservative (5-7)	11%	(75)	15%	(104)	20%	(134)	46%	(312)	8%	(55)	681
Educ: < College	17%	(217)	16%	(203)	21%	(274)	39%	(507)	8%	(106)	1307
Educ: Bachelors degree	11%	(42)	16%	(61)	18%	(66)	48%	(176)	7%	(24)	369
Educ: Post-grad	15%	(50)	14%	(44)	19%	(61)	46%	(150)	6%	(18)	324
Income: Under 50k	16%	(176)	15%	(160)	20%	(214)	40%	(439)	9%	(99)	1088
Income: 50k-100k	16%	(104)	16%	(105)	20%	(131)	42%	(271)	6%	(36)	647
Income: 100k+	11%	(29)	16%	(43)	21%	(56)	47%	(123)	5%	(14)	265

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**Table BRD3_3: Which of the following do you plan on shopping during?
Black Friday, around midnight to the morning**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	15%	(309)	15%	(308)	20%	(401)	42%	(833)	7%	(149)	2000
Ethnicity: White	13%	(212)	14%	(222)	20%	(316)	46%	(730)	7%	(111)	1591
Ethnicity: Hispanic	37%	(111)	17%	(52)	17%	(52)	24%	(72)	4%	(13)	299
Ethnicity: Afr. Am.	27%	(66)	20%	(48)	21%	(51)	22%	(55)	10%	(23)	244
Ethnicity: Other	19%	(31)	23%	(38)	20%	(34)	29%	(48)	9%	(14)	165
Relig: Protestant	10%	(49)	13%	(65)	20%	(102)	52%	(260)	5%	(25)	500
Relig: Roman Catholic	21%	(91)	18%	(77)	19%	(82)	36%	(152)	5%	(23)	426
Relig: Ath./Agn./None	14%	(70)	15%	(79)	20%	(104)	42%	(217)	9%	(46)	516
Relig: Something Else	17%	(53)	13%	(40)	21%	(67)	41%	(129)	8%	(26)	315
Relig: Jewish	5%	(3)	9%	(5)	19%	(10)	54%	(27)	12%	(6)	51
Relig: Evangelical	18%	(116)	16%	(101)	20%	(125)	37%	(233)	8%	(52)	626
Relig: Non-Evang. Catholics	13%	(68)	16%	(88)	20%	(106)	47%	(252)	4%	(23)	537
Relig: All Christian	16%	(184)	16%	(188)	20%	(230)	42%	(485)	6%	(75)	1163
Relig: All Non-Christian	15%	(122)	14%	(119)	21%	(171)	42%	(347)	9%	(72)	831
Community: Urban	22%	(121)	17%	(94)	21%	(118)	33%	(185)	7%	(37)	555
Community: Suburban	13%	(120)	14%	(122)	19%	(174)	46%	(409)	8%	(73)	898
Community: Rural	12%	(68)	17%	(92)	20%	(109)	44%	(239)	7%	(39)	547
Employ: Private Sector	19%	(121)	15%	(94)	24%	(155)	38%	(243)	5%	(32)	645
Employ: Government	14%	(21)	28%	(42)	19%	(28)	37%	(55)	3%	(4)	150
Employ: Self-Employed	18%	(30)	15%	(25)	24%	(40)	38%	(63)	6%	(10)	169
Employ: Homemaker	15%	(27)	18%	(31)	19%	(33)	40%	(72)	8%	(14)	178
Employ: Student	27%	(29)	22%	(23)	20%	(21)	25%	(26)	7%	(7)	106
Employ: Retired	4%	(17)	8%	(32)	14%	(57)	65%	(259)	8%	(34)	399
Employ: Unemployed	13%	(22)	16%	(25)	18%	(29)	35%	(57)	18%	(28)	161
Employ: Other	22%	(43)	18%	(35)	20%	(38)	29%	(56)	10%	(19)	191
Job Type: White-collar	14%	(101)	17%	(122)	20%	(144)	45%	(330)	5%	(37)	734
Job Type: Blue-collar	15%	(128)	15%	(125)	20%	(170)	44%	(377)	7%	(57)	857
Job Type: Don't Know	20%	(80)	15%	(61)	21%	(87)	31%	(125)	13%	(55)	409
Military HH: Yes	18%	(68)	14%	(54)	19%	(74)	41%	(158)	8%	(30)	384
Military HH: No	15%	(241)	16%	(254)	20%	(327)	42%	(675)	7%	(119)	1616

Continued on next page

**Table BRD3_3: Which of the following do you plan on shopping during?
Black Friday, around midnight to the morning**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	15%	(309)	15%	(308)	20%	(401)	42%	(833)	7%	(149)	2000
RD/WT: Right Direction	24%	(143)	16%	(98)	18%	(107)	34%	(205)	8%	(46)	599
RD/WT: Wrong Track	12%	(166)	15%	(210)	21%	(294)	45%	(628)	7%	(103)	1401
Obama Job: Approve	20%	(204)	17%	(171)	20%	(207)	38%	(394)	6%	(59)	1035
Obama Job: Disapprove	11%	(93)	14%	(122)	20%	(178)	47%	(412)	8%	(68)	874
#1 Issue: Economy	13%	(89)	16%	(107)	23%	(151)	40%	(266)	7%	(46)	658
#1 Issue: Security	15%	(56)	16%	(59)	21%	(78)	41%	(154)	7%	(25)	372
#1 Issue: Health Care	19%	(53)	17%	(46)	18%	(50)	41%	(115)	5%	(15)	279
#1 Issue: Medicare / Social Security	11%	(24)	12%	(25)	14%	(30)	53%	(114)	11%	(23)	217
#1 Issue: Women's Issues	24%	(34)	14%	(20)	25%	(35)	32%	(46)	6%	(8)	143
#1 Issue: Education	22%	(29)	19%	(25)	22%	(30)	33%	(44)	4%	(5)	134
#1 Issue: Energy	14%	(13)	19%	(17)	20%	(18)	43%	(38)	4%	(4)	89
#1 Issue: Other	10%	(11)	8%	(9)	10%	(11)	51%	(56)	21%	(22)	109
2014 Vote: Democrat	18%	(129)	16%	(114)	19%	(141)	40%	(292)	7%	(51)	727
2014 Vote: Republican	9%	(51)	16%	(85)	18%	(98)	49%	(263)	7%	(36)	532
2014 Vote: Other	14%	(9)	8%	(5)	16%	(10)	54%	(33)	7%	(4)	61
2014 Vote: Didn't Vote	18%	(120)	15%	(104)	22%	(150)	36%	(244)	9%	(58)	676
2012 Vote: Barack Obama	17%	(143)	16%	(131)	19%	(157)	41%	(340)	6%	(52)	822
2012 Vote: Mitt Romney	8%	(44)	15%	(87)	21%	(117)	49%	(275)	7%	(41)	564
2012 Vote: Other	7%	(5)	9%	(7)	15%	(11)	56%	(40)	13%	(10)	72
2012 Vote: Didn't Vote	22%	(116)	16%	(84)	21%	(115)	33%	(176)	9%	(47)	538
4-Region: Northeast	19%	(70)	15%	(55)	15%	(55)	44%	(161)	6%	(23)	365
4-Region: Midwest	16%	(69)	17%	(73)	20%	(87)	40%	(171)	7%	(31)	430
4-Region: South	13%	(97)	16%	(119)	22%	(164)	41%	(302)	8%	(58)	740
4-Region: West	16%	(72)	13%	(61)	20%	(94)	43%	(199)	8%	(37)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_4: Which of the following do you plan on shopping during?
 Black Friday Day

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	19%	(375)	26%	(524)	18%	(367)	29%	(574)	8%	(160)	2000
Gender: Male	21%	(207)	25%	(243)	20%	(188)	25%	(240)	9%	(85)	963
Gender: Female	16%	(168)	27%	(281)	17%	(179)	32%	(334)	7%	(75)	1037
Age: 18-29	27%	(112)	29%	(120)	22%	(93)	17%	(70)	5%	(22)	418
Age: 30-44	22%	(113)	33%	(170)	18%	(92)	20%	(106)	8%	(42)	523
Age: 45-54	20%	(84)	28%	(114)	14%	(56)	27%	(112)	10%	(43)	409
Age: 55-64	13%	(38)	22%	(64)	20%	(58)	37%	(108)	7%	(20)	289
Age: 65+	8%	(29)	15%	(55)	19%	(67)	49%	(178)	9%	(33)	361
PID: Dem (no lean)	23%	(164)	27%	(192)	18%	(127)	26%	(188)	7%	(53)	724
PID: Ind (no lean)	15%	(100)	23%	(156)	21%	(137)	32%	(217)	9%	(60)	669
PID: Rep (no lean)	18%	(111)	29%	(176)	17%	(103)	28%	(170)	8%	(47)	607
PID/Gender: Dem Men	28%	(96)	28%	(97)	17%	(61)	19%	(66)	9%	(30)	351
PID/Gender: Dem Women	18%	(68)	25%	(95)	18%	(66)	33%	(122)	6%	(23)	374
PID/Gender: Ind Men	17%	(55)	21%	(69)	22%	(72)	31%	(101)	8%	(27)	324
PID/Gender: Ind Women	13%	(44)	25%	(86)	19%	(65)	34%	(116)	10%	(33)	345
PID/Gender: Rep Men	19%	(55)	27%	(76)	19%	(55)	25%	(73)	10%	(29)	288
PID/Gender: Rep Women	18%	(56)	31%	(99)	15%	(48)	30%	(96)	6%	(19)	319
Tea Party: Supporter	26%	(147)	26%	(144)	18%	(101)	24%	(137)	6%	(35)	564
Tea Party: Not Supporter	16%	(228)	26%	(374)	19%	(266)	31%	(434)	8%	(121)	1422
Ideo: Liberal (1-3)	21%	(148)	27%	(187)	20%	(138)	26%	(185)	6%	(45)	703
Ideo: Moderate (4)	17%	(69)	28%	(113)	19%	(76)	30%	(125)	6%	(26)	410
Ideo: Conservative (5-7)	16%	(110)	26%	(178)	18%	(123)	31%	(213)	8%	(57)	681
Educ: < College	20%	(260)	26%	(334)	18%	(234)	28%	(363)	9%	(115)	1307
Educ: Bachelors degree	15%	(56)	28%	(103)	19%	(69)	31%	(115)	7%	(26)	369
Educ: Post-grad	18%	(58)	27%	(86)	20%	(65)	30%	(96)	6%	(18)	324
Income: Under 50k	19%	(209)	24%	(262)	17%	(190)	29%	(318)	10%	(109)	1088
Income: 50k-100k	19%	(121)	29%	(185)	19%	(122)	28%	(183)	6%	(36)	647
Income: 100k+	17%	(45)	29%	(76)	21%	(56)	28%	(73)	6%	(15)	265

Continued on next page

Table BRD3_4: Which of the following do you plan on shopping during?
Black Friday Day

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	19%	(375)	26%	(524)	18%	(367)	29%	(574)	8%	(160)	2000
Ethnicity: White	16%	(252)	26%	(412)	20%	(311)	31%	(495)	8%	(122)	1591
Ethnicity: Hispanic	35%	(103)	27%	(80)	15%	(45)	19%	(56)	5%	(16)	299
Ethnicity: Afr. Am.	33%	(82)	25%	(60)	13%	(32)	19%	(46)	10%	(24)	244
Ethnicity: Other	25%	(42)	31%	(52)	15%	(25)	20%	(33)	8%	(14)	165
Relig: Protestant	13%	(64)	24%	(118)	21%	(103)	37%	(187)	6%	(28)	500
Relig: Roman Catholic	23%	(100)	30%	(126)	18%	(76)	23%	(99)	6%	(24)	426
Relig: Ath./Agn./None	17%	(90)	22%	(115)	20%	(105)	30%	(157)	9%	(48)	516
Relig: Something Else	18%	(58)	31%	(96)	16%	(49)	26%	(82)	10%	(30)	315
Relig: Jewish	19%	(9)	21%	(10)	16%	(8)	28%	(14)	17%	(9)	51
Relig: Evangelical	22%	(139)	27%	(167)	17%	(107)	26%	(163)	8%	(50)	626
Relig: Non-Evang. Catholics	16%	(87)	27%	(145)	20%	(106)	32%	(171)	5%	(29)	537
Relig: All Christian	19%	(225)	27%	(312)	18%	(213)	29%	(334)	7%	(79)	1163
Relig: All Non-Christian	18%	(147)	25%	(211)	19%	(155)	29%	(239)	9%	(78)	831
Community: Urban	23%	(128)	29%	(161)	19%	(105)	22%	(123)	7%	(38)	555
Community: Suburban	17%	(154)	24%	(212)	19%	(170)	32%	(284)	9%	(77)	898
Community: Rural	17%	(93)	27%	(150)	17%	(92)	31%	(167)	8%	(45)	547
Employ: Private Sector	22%	(139)	30%	(192)	20%	(127)	24%	(154)	5%	(32)	645
Employ: Government	22%	(33)	28%	(42)	21%	(31)	26%	(38)	3%	(5)	150
Employ: Self-Employed	25%	(42)	26%	(44)	14%	(24)	26%	(43)	9%	(15)	169
Employ: Homemaker	14%	(24)	34%	(61)	16%	(29)	28%	(50)	8%	(14)	178
Employ: Student	31%	(33)	30%	(32)	19%	(20)	13%	(14)	7%	(7)	106
Employ: Retired	9%	(36)	15%	(60)	20%	(78)	47%	(186)	10%	(38)	399
Employ: Unemployed	15%	(24)	23%	(37)	15%	(24)	29%	(47)	19%	(30)	161
Employ: Other	23%	(43)	29%	(55)	18%	(34)	21%	(41)	10%	(19)	191
Job Type: White-collar	17%	(126)	28%	(202)	20%	(150)	29%	(215)	6%	(41)	734
Job Type: Blue-collar	19%	(164)	25%	(216)	17%	(148)	31%	(267)	7%	(62)	857
Job Type: Don't Know	21%	(85)	26%	(105)	17%	(69)	23%	(92)	14%	(57)	409
Military HH: Yes	17%	(65)	26%	(100)	17%	(65)	32%	(124)	8%	(31)	384
Military HH: No	19%	(310)	26%	(423)	19%	(303)	28%	(451)	8%	(129)	1616

Continued on next page

Table BRD3_4: Which of the following do you plan on shopping during?
Black Friday Day

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	19%	(375)	26%	(524)	18%	(367)	29%	(574)	8%	(160)	2000
RD/WT: Right Direction	26%	(155)	26%	(157)	16%	(97)	23%	(138)	9%	(53)	599
RD/WT: Wrong Track	16%	(220)	26%	(367)	19%	(271)	31%	(436)	8%	(107)	1401
Obama Job: Approve	22%	(228)	26%	(273)	19%	(194)	26%	(273)	7%	(67)	1035
Obama Job: Disapprove	15%	(132)	26%	(228)	18%	(158)	32%	(283)	8%	(73)	874
#1 Issue: Economy	17%	(113)	30%	(196)	20%	(133)	26%	(171)	7%	(45)	658
#1 Issue: Security	19%	(72)	27%	(102)	19%	(71)	26%	(95)	9%	(32)	372
#1 Issue: Health Care	22%	(63)	25%	(69)	16%	(45)	31%	(86)	6%	(17)	279
#1 Issue: Medicare / Social Security	19%	(41)	17%	(36)	16%	(35)	37%	(81)	11%	(24)	217
#1 Issue: Women's Issues	24%	(34)	33%	(46)	16%	(23)	20%	(29)	7%	(10)	143
#1 Issue: Education	18%	(24)	32%	(43)	18%	(24)	28%	(37)	4%	(5)	134
#1 Issue: Energy	16%	(14)	20%	(18)	24%	(21)	35%	(31)	5%	(5)	89
#1 Issue: Other	13%	(14)	12%	(13)	14%	(15)	41%	(44)	20%	(22)	109
2014 Vote: Democrat	21%	(154)	26%	(188)	17%	(125)	28%	(201)	8%	(58)	727
2014 Vote: Republican	15%	(79)	26%	(137)	18%	(98)	34%	(180)	7%	(38)	532
2014 Vote: Other	14%	(9)	17%	(11)	20%	(13)	39%	(24)	10%	(6)	61
2014 Vote: Didn't Vote	20%	(132)	28%	(187)	19%	(130)	25%	(170)	9%	(58)	676
2012 Vote: Barack Obama	21%	(170)	28%	(227)	17%	(142)	27%	(221)	7%	(61)	822
2012 Vote: Mitt Romney	13%	(73)	26%	(149)	19%	(105)	34%	(192)	8%	(45)	564
2012 Vote: Other	9%	(7)	15%	(11)	19%	(14)	45%	(33)	11%	(8)	72
2012 Vote: Didn't Vote	23%	(125)	25%	(136)	19%	(105)	24%	(128)	8%	(45)	538
4-Region: Northeast	23%	(85)	25%	(91)	18%	(66)	27%	(100)	6%	(22)	365
4-Region: Midwest	19%	(84)	27%	(118)	19%	(80)	26%	(113)	8%	(36)	430
4-Region: South	17%	(127)	25%	(186)	21%	(153)	29%	(215)	8%	(59)	740
4-Region: West	17%	(79)	28%	(128)	15%	(68)	32%	(146)	9%	(43)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_5: Which of the following do you plan on shopping during?
Small Business Saturday

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	13%	(252)	25%	(500)	22%	(442)	19%	(389)	21%	(418)	2000
Gender: Male	15%	(144)	24%	(231)	23%	(219)	20%	(189)	19%	(179)	963
Gender: Female	10%	(107)	26%	(269)	21%	(223)	19%	(200)	23%	(239)	1037
Age: 18-29	15%	(64)	24%	(98)	25%	(104)	15%	(64)	21%	(88)	418
Age: 30-44	18%	(92)	29%	(154)	21%	(111)	13%	(66)	19%	(100)	523
Age: 45-54	13%	(55)	28%	(114)	20%	(82)	17%	(70)	22%	(88)	409
Age: 55-64	7%	(19)	25%	(72)	23%	(65)	24%	(70)	22%	(63)	289
Age: 65+	6%	(22)	17%	(62)	22%	(79)	33%	(119)	22%	(78)	361
PID: Dem (no lean)	17%	(122)	27%	(193)	22%	(162)	16%	(114)	18%	(132)	724
PID: Ind (no lean)	11%	(76)	23%	(155)	22%	(150)	21%	(138)	23%	(151)	669
PID: Rep (no lean)	9%	(54)	25%	(152)	21%	(129)	23%	(138)	22%	(134)	607
PID/Gender: Dem Men	22%	(79)	26%	(92)	20%	(72)	15%	(51)	16%	(57)	351
PID/Gender: Dem Women	12%	(43)	27%	(101)	24%	(91)	17%	(63)	20%	(76)	374
PID/Gender: Ind Men	12%	(39)	22%	(71)	26%	(84)	22%	(71)	18%	(59)	324
PID/Gender: Ind Women	11%	(36)	24%	(83)	19%	(66)	19%	(67)	27%	(92)	345
PID/Gender: Rep Men	9%	(26)	23%	(67)	22%	(63)	23%	(68)	22%	(63)	288
PID/Gender: Rep Women	9%	(28)	26%	(84)	21%	(66)	22%	(70)	22%	(71)	319
Tea Party: Supporter	17%	(95)	25%	(141)	21%	(117)	19%	(108)	18%	(103)	564
Tea Party: Not Supporter	11%	(157)	25%	(353)	23%	(324)	20%	(281)	22%	(307)	1422
Ideo: Liberal (1-3)	17%	(117)	30%	(209)	22%	(151)	15%	(107)	17%	(119)	703
Ideo: Moderate (4)	10%	(42)	26%	(107)	22%	(90)	22%	(89)	20%	(81)	410
Ideo: Conservative (5-7)	11%	(75)	23%	(158)	23%	(158)	21%	(143)	22%	(147)	681
Educ: < College	12%	(154)	21%	(277)	22%	(294)	21%	(273)	24%	(309)	1307
Educ: Bachelors degree	12%	(46)	35%	(129)	18%	(68)	18%	(65)	17%	(62)	369
Educ: Post-grad	16%	(51)	29%	(94)	25%	(80)	16%	(52)	15%	(47)	324
Income: Under 50k	10%	(114)	21%	(226)	23%	(245)	23%	(249)	23%	(254)	1088
Income: 50k-100k	14%	(91)	29%	(190)	22%	(146)	16%	(101)	18%	(120)	647
Income: 100k+	18%	(47)	32%	(84)	19%	(51)	15%	(39)	17%	(44)	265

Continued on next page

**Table BRD3_5: Which of the following do you plan on shopping during?
Small Business Saturday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	13%	(252)	25%	(500)	22%	(442)	19%	(389)	21%	(418)	2000
Ethnicity: White	12%	(194)	26%	(408)	22%	(357)	19%	(309)	20%	(323)	1591
Ethnicity: Hispanic	22%	(66)	27%	(81)	17%	(51)	13%	(39)	21%	(63)	299
Ethnicity: Afr. Am.	17%	(41)	21%	(51)	20%	(49)	22%	(53)	20%	(50)	244
Ethnicity: Other	10%	(17)	24%	(40)	21%	(35)	16%	(27)	27%	(45)	165
Relig: Protestant	9%	(45)	26%	(131)	24%	(118)	24%	(118)	18%	(88)	500
Relig: Roman Catholic	18%	(76)	30%	(127)	18%	(76)	18%	(77)	17%	(71)	426
Relig: Ath./Agn./None	12%	(62)	23%	(119)	23%	(120)	18%	(94)	24%	(122)	516
Relig: Something Else	14%	(44)	24%	(76)	26%	(83)	17%	(54)	19%	(58)	315
Relig: Jewish	14%	(7)	21%	(11)	31%	(16)	18%	(9)	16%	(8)	51
Relig: Evangelical	13%	(81)	24%	(153)	21%	(134)	19%	(119)	22%	(138)	626
Relig: Non-Evang. Catholics	12%	(64)	28%	(152)	19%	(103)	23%	(122)	18%	(96)	537
Relig: All Christian	12%	(145)	26%	(305)	20%	(237)	21%	(242)	20%	(234)	1163
Relig: All Non-Christian	13%	(106)	23%	(194)	24%	(203)	18%	(148)	22%	(180)	831
Community: Urban	17%	(92)	23%	(129)	22%	(123)	17%	(95)	21%	(117)	555
Community: Suburban	13%	(114)	26%	(233)	21%	(189)	19%	(169)	21%	(193)	898
Community: Rural	8%	(46)	25%	(137)	24%	(130)	23%	(126)	20%	(108)	547
Employ: Private Sector	17%	(109)	30%	(195)	20%	(131)	15%	(95)	18%	(115)	645
Employ: Government	12%	(19)	26%	(39)	26%	(38)	16%	(24)	20%	(30)	150
Employ: Self-Employed	17%	(28)	32%	(55)	20%	(34)	14%	(24)	17%	(29)	169
Employ: Homemaker	11%	(20)	27%	(49)	21%	(38)	20%	(36)	20%	(35)	178
Employ: Student	21%	(23)	20%	(21)	20%	(22)	17%	(18)	22%	(24)	106
Employ: Retired	5%	(20)	20%	(79)	23%	(93)	31%	(122)	21%	(85)	399
Employ: Unemployed	4%	(7)	21%	(34)	23%	(37)	21%	(34)	30%	(49)	161
Employ: Other	14%	(27)	15%	(28)	26%	(49)	19%	(36)	27%	(51)	191
Job Type: White-collar	15%	(113)	30%	(218)	23%	(165)	16%	(116)	17%	(122)	734
Job Type: Blue-collar	12%	(100)	25%	(214)	21%	(177)	24%	(201)	19%	(165)	857
Job Type: Don't Know	9%	(38)	17%	(68)	24%	(100)	18%	(72)	32%	(130)	409
Military HH: Yes	15%	(59)	21%	(81)	21%	(81)	21%	(80)	22%	(83)	384
Military HH: No	12%	(192)	26%	(419)	22%	(361)	19%	(309)	21%	(335)	1616

Continued on next page

**Table BRD3_5: Which of the following do you plan on shopping during?
Small Business Saturday**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	13%	(252)	25%	(500)	22%	(442)	19%	(389)	21%	(418)	2000
RD/WT: Right Direction	20%	(122)	29%	(175)	20%	(122)	13%	(81)	17%	(99)	599
RD/WT: Wrong Track	9%	(129)	23%	(324)	23%	(320)	22%	(309)	23%	(319)	1401
Obama Job: Approve	16%	(167)	27%	(284)	23%	(237)	16%	(167)	17%	(180)	1035
Obama Job: Disapprove	9%	(75)	23%	(204)	22%	(192)	23%	(201)	23%	(202)	874
#1 Issue: Economy	11%	(72)	25%	(164)	25%	(165)	19%	(122)	20%	(135)	658
#1 Issue: Security	13%	(47)	26%	(96)	21%	(80)	20%	(75)	20%	(74)	372
#1 Issue: Health Care	16%	(43)	27%	(76)	21%	(59)	20%	(56)	16%	(44)	279
#1 Issue: Medicare / Social Security	11%	(25)	20%	(44)	20%	(44)	25%	(53)	24%	(51)	217
#1 Issue: Women's Issues	16%	(23)	24%	(34)	23%	(33)	13%	(18)	25%	(35)	143
#1 Issue: Education	13%	(17)	29%	(38)	21%	(29)	16%	(21)	21%	(28)	134
#1 Issue: Energy	22%	(20)	28%	(25)	18%	(16)	18%	(16)	13%	(12)	89
#1 Issue: Other	5%	(6)	20%	(21)	14%	(15)	26%	(28)	35%	(38)	109
2014 Vote: Democrat	17%	(125)	29%	(210)	21%	(154)	16%	(116)	17%	(122)	727
2014 Vote: Republican	9%	(50)	29%	(155)	21%	(114)	22%	(118)	18%	(96)	532
2014 Vote: Other	19%	(12)	20%	(12)	23%	(14)	21%	(13)	17%	(11)	61
2014 Vote: Didn't Vote	9%	(64)	18%	(122)	23%	(158)	21%	(143)	28%	(189)	676
2012 Vote: Barack Obama	17%	(138)	28%	(233)	21%	(173)	17%	(138)	17%	(140)	822
2012 Vote: Mitt Romney	10%	(59)	26%	(147)	21%	(120)	22%	(125)	20%	(113)	564
2012 Vote: Other	—	(0)	42%	(30)	22%	(16)	19%	(14)	17%	(12)	72
2012 Vote: Didn't Vote	10%	(55)	16%	(88)	24%	(131)	21%	(112)	28%	(151)	538
4-Region: Northeast	18%	(65)	26%	(96)	23%	(82)	17%	(61)	16%	(60)	365
4-Region: Midwest	13%	(56)	26%	(114)	23%	(98)	20%	(86)	18%	(77)	430
4-Region: South	10%	(77)	24%	(178)	22%	(161)	20%	(152)	23%	(172)	740
4-Region: West	12%	(54)	24%	(111)	22%	(100)	19%	(91)	23%	(109)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD3_6: Which of the following do you plan on shopping during?
 The Sunday after Thanksgiving

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	9%	(186)	25%	(502)	25%	(507)	25%	(498)	15%	(308)	2000
Gender: Male	12%	(113)	26%	(249)	25%	(244)	23%	(221)	14%	(136)	963
Gender: Female	7%	(72)	24%	(253)	25%	(263)	27%	(277)	17%	(172)	1037
Age: 18-29	15%	(61)	24%	(99)	29%	(119)	19%	(78)	14%	(60)	418
Age: 30-44	12%	(63)	28%	(147)	27%	(140)	18%	(92)	15%	(80)	523
Age: 45-54	6%	(25)	29%	(117)	25%	(102)	22%	(91)	18%	(74)	409
Age: 55-64	8%	(24)	25%	(72)	22%	(63)	31%	(89)	14%	(40)	289
Age: 65+	3%	(12)	19%	(67)	23%	(81)	41%	(147)	15%	(53)	361
PID: Dem (no lean)	14%	(101)	26%	(186)	23%	(167)	22%	(162)	15%	(109)	724
PID: Ind (no lean)	6%	(42)	23%	(155)	28%	(186)	26%	(175)	17%	(111)	669
PID: Rep (no lean)	7%	(43)	27%	(161)	25%	(154)	27%	(161)	14%	(87)	607
PID/Gender: Dem Men	19%	(66)	29%	(101)	21%	(74)	18%	(62)	13%	(47)	351
PID/Gender: Dem Women	9%	(34)	23%	(85)	25%	(92)	27%	(100)	17%	(62)	374
PID/Gender: Ind Men	7%	(22)	24%	(77)	28%	(91)	27%	(86)	15%	(48)	324
PID/Gender: Ind Women	6%	(20)	22%	(78)	27%	(95)	26%	(89)	18%	(64)	345
PID/Gender: Rep Men	8%	(24)	25%	(71)	27%	(79)	25%	(73)	14%	(41)	288
PID/Gender: Rep Women	6%	(18)	28%	(90)	24%	(76)	28%	(88)	15%	(46)	319
Tea Party: Supporter	13%	(75)	29%	(161)	24%	(138)	21%	(120)	12%	(69)	564
Tea Party: Not Supporter	8%	(110)	24%	(337)	26%	(366)	26%	(376)	16%	(234)	1422
Ideo: Liberal (1-3)	12%	(82)	28%	(200)	26%	(182)	22%	(151)	13%	(88)	703
Ideo: Moderate (4)	8%	(34)	25%	(103)	25%	(104)	28%	(114)	13%	(54)	410
Ideo: Conservative (5-7)	7%	(50)	23%	(155)	27%	(181)	28%	(187)	16%	(107)	681
Educ: < College	10%	(133)	23%	(304)	25%	(332)	24%	(319)	17%	(219)	1307
Educ: Bachelors degree	7%	(26)	30%	(110)	22%	(82)	27%	(99)	14%	(51)	369
Educ: Post-grad	8%	(26)	27%	(88)	28%	(92)	25%	(80)	12%	(38)	324
Income: Under 50k	10%	(107)	21%	(230)	24%	(261)	27%	(291)	18%	(199)	1088
Income: 50k-100k	9%	(55)	28%	(183)	27%	(176)	24%	(157)	12%	(76)	647
Income: 100k+	9%	(23)	34%	(90)	26%	(70)	19%	(50)	12%	(32)	265

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Table BRD3_6: Which of the following do you plan on shopping during?
The Sunday after Thanksgiving

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	9%	(186)	25%	(502)	25%	(507)	25%	(498)	15%	(308)	2000
Ethnicity: White	8%	(125)	25%	(394)	26%	(420)	26%	(412)	15%	(239)	1591
Ethnicity: Hispanic	19%	(56)	28%	(82)	28%	(85)	16%	(47)	10%	(29)	299
Ethnicity: Afr. Am.	16%	(38)	21%	(52)	21%	(52)	24%	(58)	18%	(44)	244
Ethnicity: Other	13%	(22)	34%	(56)	21%	(35)	17%	(28)	15%	(25)	165
Relig: Protestant	6%	(31)	22%	(111)	27%	(134)	32%	(159)	13%	(65)	500
Relig: Roman Catholic	14%	(61)	31%	(131)	23%	(98)	20%	(84)	12%	(52)	426
Relig: Ath./Agn./None	7%	(37)	22%	(114)	28%	(146)	24%	(126)	18%	(94)	516
Relig: Something Else	10%	(32)	27%	(85)	23%	(71)	24%	(77)	16%	(49)	315
Relig: Jewish	9%	(5)	22%	(11)	21%	(11)	28%	(14)	20%	(10)	51
Relig: Evangelical	10%	(65)	26%	(161)	26%	(165)	24%	(148)	14%	(87)	626
Relig: Non-Evang. Catholics	9%	(51)	26%	(142)	23%	(124)	27%	(148)	13%	(72)	537
Relig: All Christian	10%	(116)	26%	(303)	25%	(289)	25%	(296)	14%	(159)	1163
Relig: All Non-Christian	8%	(69)	24%	(199)	26%	(218)	24%	(202)	17%	(143)	831
Community: Urban	13%	(74)	29%	(159)	24%	(135)	20%	(112)	13%	(75)	555
Community: Suburban	9%	(79)	25%	(222)	25%	(226)	25%	(227)	16%	(144)	898
Community: Rural	6%	(32)	22%	(122)	27%	(146)	29%	(159)	16%	(89)	547
Employ: Private Sector	11%	(71)	29%	(185)	28%	(179)	20%	(129)	12%	(80)	645
Employ: Government	10%	(15)	26%	(39)	26%	(39)	23%	(34)	16%	(24)	150
Employ: Self-Employed	7%	(11)	28%	(48)	23%	(40)	27%	(46)	15%	(25)	169
Employ: Homemaker	7%	(13)	28%	(50)	22%	(39)	24%	(42)	19%	(34)	178
Employ: Student	22%	(23)	21%	(23)	30%	(32)	14%	(15)	13%	(14)	106
Employ: Retired	5%	(19)	21%	(84)	22%	(87)	38%	(152)	15%	(58)	399
Employ: Unemployed	5%	(8)	21%	(34)	24%	(38)	25%	(40)	25%	(40)	161
Employ: Other	13%	(25)	22%	(41)	28%	(53)	21%	(40)	17%	(32)	191
Job Type: White-collar	9%	(69)	27%	(197)	26%	(194)	25%	(185)	12%	(90)	734
Job Type: Blue-collar	9%	(74)	25%	(217)	26%	(220)	26%	(224)	14%	(121)	857
Job Type: Don't Know	10%	(43)	22%	(88)	23%	(92)	22%	(89)	24%	(96)	409
Military HH: Yes	9%	(34)	26%	(100)	22%	(85)	27%	(103)	16%	(62)	384
Military HH: No	9%	(151)	25%	(403)	26%	(421)	24%	(394)	15%	(246)	1616

Continued on next page

Table BRD3_6: Which of the following do you plan on shopping during?
The Sunday after Thanksgiving

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	9%	(186)	25%	(502)	25%	(507)	25%	(498)	15%	(308)	2000
RD/WT: Right Direction	15%	(92)	31%	(188)	19%	(113)	20%	(122)	14%	(85)	599
RD/WT: Wrong Track	7%	(94)	22%	(315)	28%	(394)	27%	(375)	16%	(223)	1401
Obama Job: Approve	12%	(125)	27%	(282)	25%	(262)	22%	(229)	13%	(138)	1035
Obama Job: Disapprove	6%	(52)	23%	(200)	26%	(231)	29%	(251)	16%	(139)	874
#1 Issue: Economy	8%	(51)	24%	(155)	29%	(188)	24%	(159)	16%	(105)	658
#1 Issue: Security	9%	(33)	32%	(117)	25%	(94)	19%	(70)	16%	(58)	372
#1 Issue: Health Care	14%	(38)	26%	(74)	23%	(64)	26%	(74)	11%	(30)	279
#1 Issue: Medicare / Social Security	13%	(28)	20%	(44)	19%	(41)	33%	(71)	15%	(33)	217
#1 Issue: Women's Issues	7%	(10)	22%	(31)	30%	(43)	24%	(34)	17%	(25)	143
#1 Issue: Education	8%	(10)	30%	(41)	29%	(38)	18%	(24)	15%	(20)	134
#1 Issue: Energy	12%	(11)	24%	(21)	25%	(22)	29%	(26)	11%	(9)	89
#1 Issue: Other	5%	(5)	18%	(20)	15%	(16)	37%	(40)	26%	(28)	109
2014 Vote: Democrat	11%	(80)	29%	(211)	23%	(166)	23%	(170)	14%	(98)	727
2014 Vote: Republican	7%	(37)	26%	(139)	26%	(140)	29%	(153)	12%	(64)	532
2014 Vote: Other	9%	(6)	15%	(9)	20%	(12)	39%	(24)	16%	(10)	61
2014 Vote: Didn't Vote	9%	(61)	21%	(143)	28%	(186)	22%	(150)	20%	(136)	676
2012 Vote: Barack Obama	12%	(97)	28%	(231)	23%	(185)	24%	(196)	14%	(112)	822
2012 Vote: Mitt Romney	6%	(32)	24%	(134)	29%	(164)	27%	(155)	14%	(79)	564
2012 Vote: Other	1%	(1)	20%	(15)	24%	(18)	38%	(28)	15%	(11)	72
2012 Vote: Didn't Vote	10%	(55)	23%	(122)	26%	(139)	22%	(118)	19%	(104)	538
4-Region: Northeast	12%	(42)	26%	(95)	25%	(92)	24%	(87)	13%	(48)	365
4-Region: Midwest	10%	(44)	25%	(108)	28%	(119)	23%	(100)	14%	(60)	430
4-Region: South	9%	(69)	23%	(172)	26%	(190)	24%	(180)	17%	(129)	740
4-Region: West	7%	(31)	27%	(127)	23%	(105)	28%	(131)	15%	(71)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table BRD3_7: Which of the following do you plan on shopping during?
Cyber Monday, the Monday after Thanksgiving**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	25%	(499)	35%	(699)	13%	(267)	15%	(306)	11%	(230)	2000
Gender: Male	27%	(263)	32%	(304)	15%	(147)	14%	(137)	12%	(112)	963
Gender: Female	23%	(236)	38%	(395)	12%	(120)	16%	(169)	11%	(118)	1037
Age: 18-29	31%	(128)	35%	(147)	15%	(62)	9%	(39)	10%	(42)	418
Age: 30-44	33%	(172)	36%	(191)	10%	(55)	10%	(52)	10%	(54)	523
Age: 45-54	26%	(106)	37%	(149)	12%	(50)	13%	(52)	13%	(52)	409
Age: 55-64	17%	(50)	37%	(107)	13%	(37)	22%	(65)	10%	(30)	289
Age: 65+	12%	(44)	29%	(106)	17%	(62)	27%	(98)	14%	(52)	361
PID: Dem (no lean)	29%	(209)	36%	(258)	12%	(87)	13%	(97)	10%	(73)	724
PID: Ind (no lean)	21%	(143)	32%	(217)	15%	(99)	18%	(122)	13%	(87)	669
PID: Rep (no lean)	24%	(146)	37%	(224)	13%	(81)	14%	(87)	11%	(70)	607
PID/Gender: Dem Men	35%	(121)	32%	(113)	12%	(42)	12%	(41)	10%	(35)	351
PID/Gender: Dem Women	24%	(88)	39%	(146)	12%	(45)	15%	(56)	10%	(38)	374
PID/Gender: Ind Men	21%	(68)	30%	(96)	18%	(59)	19%	(62)	12%	(40)	324
PID/Gender: Ind Women	22%	(76)	35%	(121)	12%	(41)	18%	(61)	14%	(47)	345
PID/Gender: Rep Men	26%	(74)	33%	(95)	16%	(47)	12%	(34)	13%	(38)	288
PID/Gender: Rep Women	23%	(72)	40%	(128)	11%	(34)	16%	(52)	10%	(32)	319
Tea Party: Supporter	30%	(172)	30%	(171)	15%	(83)	13%	(76)	11%	(62)	564
Tea Party: Not Supporter	23%	(326)	37%	(521)	13%	(183)	16%	(230)	11%	(163)	1422
Ideo: Liberal (1-3)	28%	(194)	38%	(268)	13%	(91)	12%	(84)	9%	(66)	703
Ideo: Moderate (4)	27%	(109)	35%	(144)	13%	(54)	17%	(70)	8%	(33)	410
Ideo: Conservative (5-7)	24%	(163)	32%	(220)	15%	(101)	17%	(114)	12%	(83)	681
Educ: < College	24%	(316)	34%	(440)	13%	(172)	16%	(212)	13%	(167)	1307
Educ: Bachelors degree	28%	(105)	39%	(145)	13%	(47)	12%	(45)	7%	(26)	369
Educ: Post-grad	24%	(78)	35%	(114)	14%	(47)	15%	(48)	11%	(37)	324
Income: Under 50k	23%	(245)	30%	(330)	14%	(156)	19%	(206)	14%	(151)	1088
Income: 50k-100k	27%	(175)	40%	(260)	12%	(78)	11%	(73)	10%	(62)	647
Income: 100k+	30%	(79)	41%	(109)	13%	(33)	10%	(27)	6%	(17)	265

Continued on next page

**Table BRD3_7: Which of the following do you plan on shopping during?
Cyber Monday, the Monday after Thanksgiving**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	25%	(499)	35%	(699)	13%	(267)	15%	(306)	11%	(230)	2000
Ethnicity: White	24%	(382)	36%	(568)	14%	(215)	16%	(249)	11%	(177)	1591
Ethnicity: Hispanic	35%	(105)	34%	(101)	9%	(28)	13%	(39)	9%	(27)	299
Ethnicity: Afr. Am.	28%	(67)	31%	(74)	12%	(28)	16%	(39)	14%	(35)	244
Ethnicity: Other	30%	(49)	34%	(57)	14%	(24)	11%	(18)	11%	(18)	165
Relig: Protestant	22%	(108)	35%	(175)	15%	(76)	19%	(96)	9%	(45)	500
Relig: Roman Catholic	32%	(137)	37%	(156)	10%	(41)	12%	(52)	9%	(39)	426
Relig: Ath./Agn./None	23%	(121)	35%	(182)	14%	(73)	14%	(72)	13%	(68)	516
Relig: Something Else	23%	(74)	35%	(110)	14%	(44)	15%	(47)	13%	(41)	315
Relig: Jewish	16%	(8)	39%	(20)	16%	(8)	14%	(7)	15%	(8)	51
Relig: Evangelical	28%	(174)	33%	(206)	13%	(82)	15%	(94)	11%	(70)	626
Relig: Non-Evang. Catholics	24%	(129)	37%	(199)	13%	(68)	17%	(93)	9%	(49)	537
Relig: All Christian	26%	(302)	35%	(405)	13%	(150)	16%	(187)	10%	(119)	1163
Relig: All Non-Christian	23%	(195)	35%	(292)	14%	(117)	14%	(119)	13%	(108)	831
Community: Urban	27%	(150)	35%	(195)	15%	(86)	13%	(75)	9%	(49)	555
Community: Suburban	26%	(229)	36%	(321)	11%	(99)	15%	(136)	13%	(113)	898
Community: Rural	22%	(119)	33%	(183)	15%	(82)	17%	(95)	12%	(68)	547
Employ: Private Sector	31%	(198)	36%	(234)	13%	(83)	11%	(70)	9%	(59)	645
Employ: Government	27%	(41)	42%	(63)	15%	(22)	11%	(16)	5%	(8)	150
Employ: Self-Employed	34%	(57)	30%	(50)	14%	(24)	11%	(19)	11%	(18)	169
Employ: Homemaker	27%	(49)	42%	(75)	8%	(15)	12%	(22)	10%	(17)	178
Employ: Student	30%	(32)	41%	(44)	12%	(13)	6%	(6)	11%	(11)	106
Employ: Retired	12%	(49)	33%	(133)	15%	(61)	26%	(103)	13%	(53)	399
Employ: Unemployed	20%	(32)	27%	(43)	13%	(21)	21%	(35)	19%	(30)	161
Employ: Other	21%	(41)	29%	(56)	14%	(28)	18%	(34)	17%	(33)	191
Job Type: White-collar	27%	(198)	39%	(283)	13%	(97)	13%	(94)	9%	(64)	734
Job Type: Blue-collar	25%	(210)	35%	(303)	14%	(117)	17%	(143)	10%	(84)	857
Job Type: Don't Know	22%	(91)	28%	(114)	13%	(53)	17%	(69)	20%	(82)	409
Military HH: Yes	23%	(90)	32%	(122)	14%	(52)	17%	(64)	15%	(56)	384
Military HH: No	25%	(409)	36%	(577)	13%	(215)	15%	(242)	11%	(174)	1616

Continued on next page

**Table BRD3_7: Which of the following do you plan on shopping during?
Cyber Monday, the Monday after Thanksgiving**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	25%	(499)	35%	(699)	13%	(267)	15%	(306)	11%	(230)	2000
RD/WT: Right Direction	31%	(187)	35%	(211)	11%	(65)	11%	(68)	11%	(68)	599
RD/WT: Wrong Track	22%	(312)	35%	(488)	14%	(202)	17%	(238)	12%	(161)	1401
Obama Job: Approve	29%	(301)	37%	(379)	12%	(127)	13%	(132)	9%	(96)	1035
Obama Job: Disapprove	21%	(188)	34%	(297)	15%	(130)	18%	(156)	12%	(103)	874
#1 Issue: Economy	23%	(153)	41%	(268)	13%	(86)	13%	(87)	10%	(64)	658
#1 Issue: Security	23%	(85)	33%	(121)	17%	(63)	16%	(58)	12%	(45)	372
#1 Issue: Health Care	30%	(84)	31%	(87)	12%	(34)	16%	(45)	10%	(28)	279
#1 Issue: Medicare / Social Security	19%	(41)	34%	(73)	13%	(28)	20%	(43)	15%	(32)	217
#1 Issue: Women's Issues	37%	(52)	33%	(47)	9%	(13)	10%	(14)	12%	(17)	143
#1 Issue: Education	29%	(38)	41%	(55)	13%	(17)	11%	(15)	6%	(9)	134
#1 Issue: Energy	29%	(26)	32%	(29)	16%	(15)	16%	(15)	6%	(5)	89
#1 Issue: Other	18%	(20)	17%	(18)	11%	(11)	27%	(29)	27%	(30)	109
2014 Vote: Democrat	28%	(200)	38%	(274)	12%	(87)	13%	(97)	10%	(69)	727
2014 Vote: Republican	22%	(118)	37%	(194)	14%	(75)	16%	(86)	11%	(58)	532
2014 Vote: Other	26%	(16)	21%	(13)	17%	(10)	26%	(16)	11%	(7)	61
2014 Vote: Didn't Vote	24%	(163)	32%	(218)	14%	(94)	16%	(106)	14%	(95)	676
2012 Vote: Barack Obama	29%	(235)	38%	(314)	10%	(85)	14%	(113)	9%	(74)	822
2012 Vote: Mitt Romney	23%	(128)	35%	(198)	15%	(84)	16%	(88)	12%	(66)	564
2012 Vote: Other	16%	(12)	29%	(21)	19%	(14)	25%	(18)	11%	(8)	72
2012 Vote: Didn't Vote	23%	(123)	31%	(166)	15%	(83)	16%	(86)	15%	(80)	538
4-Region: Northeast	28%	(101)	35%	(127)	14%	(51)	13%	(46)	11%	(40)	365
4-Region: Midwest	24%	(105)	36%	(155)	15%	(64)	14%	(61)	11%	(46)	430
4-Region: South	24%	(180)	35%	(256)	14%	(100)	16%	(118)	12%	(86)	740
4-Region: West	24%	(112)	35%	(162)	11%	(52)	17%	(81)	12%	(57)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD4: *And, how much do you plan on spending total on shopping the weekend after Thanksgiving, for Black Friday and other sales?*

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Registered Voters	35% (699)	17% (332)	15% (293)	9% (178)	8% (156)	6% (124)	2% (46)	1% (24)	1% (15)	3% (50)	2% (40)	2% (42)	
Gender: Male	32% (304)	15% (140)	13% (126)	9% (88)	8% (75)	9% (84)	3% (31)	1% (14)	1% (8)	3% (32)	3% (28)	3% (32)	
Gender: Female	38% (395)	19% (192)	16% (168)	9% (90)	8% (80)	4% (40)	1% (15)	1% (9)	1% (7)	2% (18)	1% (12)	1% (11)	
Age: 18-29	30% (127)	20% (83)	15% (63)	7% (29)	6% (26)	9% (36)	3% (14)	1% (6)	— (0)	4% (18)	2% (8)	2% (9)	
Age: 30-44	24% (124)	18% (93)	17% (88)	11% (58)	8% (43)	7% (35)	3% (16)	2% (9)	1% (7)	3% (16)	3% (16)	4% (19)	
Age: 45-54	31% (125)	13% (51)	16% (64)	12% (48)	12% (50)	6% (26)	3% (11)	1% (3)	1% (5)	2% (9)	2% (10)	2% (7)	
Age: 55-64	44% (128)	14% (39)	13% (37)	10% (30)	6% (17)	5% (15)	1% (2)	2% (4)	1% (2)	2% (6)	1% (3)	2% (4)	
Age: 65+	54% (195)	18% (66)	12% (42)	4% (13)	6% (20)	4% (13)	1% (3)	— (1)	— (1)	— (1)	1% (3)	1% (3)	
PID: Dem (no lean)	30% (216)	18% (131)	16% (117)	8% (60)	8% (59)	9% (62)	2% (14)	1% (9)	— (3)	2% (17)	2% (14)	3% (22)	
PID: Ind (no lean)	42% (280)	16% (107)	13% (85)	9% (60)	7% (48)	4% (28)	2% (13)	— (2)	1% (5)	3% (19)	2% (10)	2% (12)	
PID: Rep (no lean)	33% (203)	16% (94)	15% (92)	10% (58)	8% (49)	6% (34)	3% (19)	2% (12)	1% (8)	2% (15)	2% (15)	1% (8)	
PID/Gender: Dem Men	23% (82)	15% (51)	15% (54)	9% (32)	8% (26)	13% (47)	3% (10)	2% (8)	1% (3)	4% (14)	3% (9)	4% (15)	
PID/Gender: Dem Women	36% (134)	21% (80)	17% (63)	8% (28)	9% (32)	4% (16)	1% (4)	— (2)	— (0)	1% (3)	1% (5)	2% (7)	
PID/Gender: Ind Men	39% (125)	16% (53)	11% (36)	9% (29)	7% (24)	6% (18)	3% (9)	— (1)	— (1)	4% (12)	2% (7)	3% (9)	
PID/Gender: Ind Women	45% (155)	16% (54)	14% (49)	9% (30)	7% (24)	3% (10)	1% (3)	— (1)	1% (4)	2% (7)	1% (3)	1% (3)	
PID/Gender: Rep Men	34% (97)	13% (37)	13% (36)	9% (26)	9% (25)	7% (19)	4% (12)	2% (6)	2% (5)	2% (7)	4% (12)	2% (7)	
PID/Gender: Rep Women	33% (106)	18% (58)	17% (55)	10% (32)	8% (24)	5% (15)	2% (7)	2% (6)	1% (3)	2% (8)	1% (3)	— (1)	
Tea Party: Supporter	31% (178)	15% (84)	14% (78)	8% (45)	9% (48)	7% (41)	4% (20)	2% (11)	1% (5)	4% (21)	3% (19)	3% (15)	
Tea Party: Not Supporter	36% (517)	17% (247)	15% (212)	9% (132)	8% (107)	6% (82)	2% (26)	1% (13)	1% (10)	2% (29)	1% (20)	2% (26)	
Ideo: Liberal (1-3)	30% (210)	18% (128)	16% (112)	9% (65)	9% (62)	6% (43)	2% (17)	1% (9)	1% (6)	3% (22)	2% (17)	2% (14)	
Ideo: Moderate (4)	33% (137)	17% (71)	17% (71)	9% (37)	6% (26)	7% (29)	2% (9)	1% (3)	— (1)	2% (9)	2% (10)	2% (8)	
Ideo: Conservative (5-7)	36% (247)	15% (102)	14% (95)	8% (57)	8% (56)	6% (39)	3% (20)	2% (12)	1% (9)	2% (16)	2% (11)	2% (17)	
Educ: < College	38% (490)	19% (245)	14% (187)	8% (106)	7% (90)	6% (80)	2% (27)	1% (11)	— (6)	2% (28)	1% (15)	2% (21)	
Educ: Bachelors degree	30% (111)	14% (50)	15% (57)	12% (46)	8% (30)	5% (18)	3% (10)	2% (7)	1% (4)	3% (13)	3% (12)	3% (11)	
Educ: Post-grad	30% (97)	12% (37)	15% (49)	8% (26)	11% (35)	8% (26)	3% (8)	2% (6)	2% (5)	3% (10)	4% (13)	3% (10)	
Income: Under 50k	43% (466)	19% (205)	14% (154)	8% (92)	7% (71)	4% (42)	1% (14)	1% (9)	1% (6)	1% (9)	1% (7)	1% (12)	
Income: 50k-100k	28% (180)	15% (98)	15% (99)	10% (65)	8% (55)	9% (58)	3% (20)	2% (11)	1% (4)	5% (32)	2% (14)	2% (12)	
Income: 100k+	20% (53)	11% (30)	15% (41)	8% (21)	11% (29)	9% (25)	4% (12)	1% (4)	2% (5)	4% (9)	7% (18)	7% (19)	
Ethnicity: White	36% (575)	17% (270)	15% (231)	8% (131)	7% (119)	7% (103)	2% (34)	1% (20)	1% (13)	2% (34)	2% (29)	2% (32)	
Ethnicity: Hispanic	23% (69)	11% (34)	16% (49)	10% (30)	11% (32)	10% (30)	1% (4)	3% (9)	1% (4)	7% (20)	3% (9)	3% (10)	
Ethnicity: Afr. Am.	31% (77)	14% (35)	16% (38)	11% (27)	8% (21)	3% (8)	5% (12)	1% (2)	— (0)	5% (12)	2% (5)	3% (8)	
Ethnicity: Other	29% (47)	17% (28)	15% (24)	12% (20)	10% (16)	8% (13)	— (1)	1% (2)	1% (2)	3% (5)	3% (5)	2% (3)	
Relig: Protestant	42% (212)	15% (78)	14% (68)	6% (32)	7% (34)	6% (28)	2% (12)	2% (9)	2% (8)	2% (8)	2% (8)	1% (5)	
Relig: Roman Catholic	24% (101)	16% (69)	16% (68)	10% (43)	9% (39)	9% (37)	3% (11)	2% (10)	1% (4)	4% (17)	3% (14)	3% (11)	
Relig: Ath./Agn./None	37% (188)	16% (83)	15% (77)	10% (50)	8% (43)	6% (33)	3% (18)	— (1)	— (0)	1% (6)	1% (5)	2% (11)	
Relig: Something Else	39% (122)	16% (50)	11% (36)	9% (27)	9% (27)	5% (15)	1% (4)	1% (2)	1% (2)	5% (14)	3% (9)	3% (8)	
Relig: Jewish	37% (19)	17% (9)	10% (5)	11% (6)	8% (4)	10% (5)	1% (1)	— (0)	— (0)	— (0)	1% (1)	5% (2)	
Relig: Evangelical	34% (216)	18% (111)	15% (96)	8% (53)	7% (42)	6% (37)	2% (11)	2% (10)	2% (10)	2% (13)	2% (12)	2% (15)	
Relig: Non-Evang. Catholics	32% (172)	16% (87)	16% (85)	9% (47)	8% (42)	7% (40)	3% (14)	2% (10)	1% (3)	3% (16)	3% (14)	1% (6)	
Relig: All Christian	33% (388)	17% (198)	16% (181)	9% (100)	7% (84)	7% (77)	2% (24)	2% (20)	1% (13)	3% (29)	2% (26)	2% (21)	
Relig: All Non-Christian	37% (310)	16% (132)	14% (112)	9% (77)	8% (71)	6% (47)	3% (22)	— (3)	— (2)	3% (21)	2% (14)	2% (20)	
Community: Urban	32% (178)	16% (89)	12% (66)	6% (34)	10% (55)	7% (38)	4% (21)	3% (18)	1% (5)	3% (18)	3% (18)	3% (14)	
Community: Suburban	33% (301)	17% (151)	15% (138)	10% (88)	7% (67)	7% (66)	2% (17)	— (3)	1% (8)	3% (29)	1% (13)	2% (18)	
Community: Rural	40% (221)	17% (92)	16% (90)	10% (56)	6% (34)	4% (21)	1% (8)	— (2)	— (2)	1% (3)	1% (8)	2% (10)	

Continued on next page

Table BRD4: And, how much do you plan on spending total on shopping the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Registered Voters	35% (699)	17% (332)	15% (293)	9% (178)	8% (156)	6% (124)	2% (46)	1% (24)	1% (15)	3% (50)	2% (40)	2% (42)	
Employ: Private Sector	25% (164)	14% (90)	15% (98)	12% (79)	9% (57)	7% (47)	4% (23)	2% (12)	2% (10)	3% (22)	4% (24)	3% (19)	
Employ: Government	24% (36)	16% (24)	18% (26)	13% (20)	11% (16)	8% (12)	— (0)	— (0)	— (0)	6% (9)	3% (4)	2% (2)	
Employ: Self-Employed	24% (40)	15% (26)	10% (18)	9% (15)	12% (21)	7% (12)	6% (10)	3% (6)	1% (2)	6% (10)	— (1)	5% (8)	
Employ: Homemaker	31% (56)	20% (35)	20% (36)	9% (16)	8% (15)	3% (6)	1% (2)	1% (1)	1% (1)	3% (6)	1% (2)	1% (2)	
Employ: Student	30% (32)	27% (28)	17% (18)	4% (4)	5% (5)	11% (11)	— (0)	— (0)	— (0)	2% (2)	1% (1)	5% (5)	
Employ: Retired	52% (209)	18% (74)	12% (50)	4% (17)	5% (20)	5% (19)	1% (3)	— (1)	— (2)	— (0)	1% (3)	1% (2)	
Employ: Unemployed	54% (87)	12% (20)	13% (21)	8% (13)	5% (7)	3% (5)	2% (4)	2% (3)	— (0)	— (1)	— (1)	— (1)	
Employ: Other	40% (76)	18% (35)	14% (27)	7% (14)	7% (14)	6% (12)	3% (5)	— (1)	— (0)	— (1)	2% (4)	2% (3)	
Job Type: White-collar	30% (217)	15% (108)	13% (98)	10% (74)	10% (77)	8% (59)	3% (19)	2% (13)	1% (7)	3% (22)	3% (21)	3% (19)	
Job Type: Blue-collar	37% (314)	17% (146)	17% (142)	8% (69)	7% (56)	6% (51)	2% (18)	1% (7)	1% (5)	2% (17)	2% (15)	2% (17)	
Job Type: Don't Know	41% (168)	19% (78)	13% (54)	9% (35)	6% (23)	3% (14)	2% (10)	1% (3)	1% (3)	3% (11)	1% (4)	1% (6)	
Military HH: Yes	37% (143)	18% (67)	11% (44)	9% (36)	7% (28)	6% (24)	2% (6)	2% (8)	— (1)	3% (10)	1% (5)	3% (12)	
Military HH: No	34% (556)	16% (265)	15% (249)	9% (143)	8% (128)	6% (100)	2% (40)	1% (16)	1% (14)	2% (40)	2% (35)	2% (30)	
RD/WT: Right Direction	26% (156)	18% (107)	14% (83)	10% (63)	8% (50)	7% (43)	4% (23)	2% (12)	1% (6)	3% (20)	3% (16)	3% (20)	
RD/WT: Wrong Track	39% (543)	16% (225)	15% (211)	8% (115)	8% (106)	6% (81)	2% (23)	1% (12)	1% (9)	2% (30)	2% (24)	2% (22)	
Obama Job: Approve	30% (314)	17% (176)	16% (165)	9% (90)	8% (83)	7% (77)	3% (29)	1% (12)	1% (6)	3% (31)	2% (22)	3% (29)	
Obama Job: Disapprove	39% (344)	16% (140)	13% (116)	9% (81)	8% (69)	5% (42)	2% (16)	1% (10)	1% (9)	2% (17)	2% (18)	1% (12)	
#1 Issue: Economy	33% (219)	16% (102)	16% (103)	9% (62)	8% (54)	6% (42)	2% (15)	1% (5)	— (2)	4% (27)	2% (13)	2% (12)	
#1 Issue: Security	35% (130)	12% (44)	16% (60)	10% (38)	11% (39)	7% (25)	1% (3)	1% (4)	2% (8)	1% (5)	3% (13)	1% (3)	
#1 Issue: Health Care	31% (86)	18% (51)	14% (38)	10% (27)	8% (22)	7% (20)	3% (8)	3% (9)	1% (2)	2% (5)	1% (4)	3% (8)	
#1 Issue: Medicare / Social Security	43% (92)	21% (45)	13% (28)	6% (12)	4% (9)	7% (14)	2% (4)	1% (3)	— (1)	— (0)	3% (6)	1% (2)	
#1 Issue: Women's Issues	24% (34)	26% (37)	19% (28)	9% (12)	7% (10)	4% (5)	4% (6)	— (0)	— (0)	5% (7)	1% (1)	1% (2)	
#1 Issue: Education	27% (36)	20% (27)	12% (16)	11% (15)	8% (11)	5% (7)	3% (4)	2% (3)	— (1)	2% (3)	1% (2)	7% (10)	
#1 Issue: Energy	41% (37)	14% (12)	11% (10)	8% (7)	7% (6)	6% (5)	6% (5)	— (0)	1% (1)	3% (2)	— (0)	5% (4)	
#1 Issue: Other	61% (66)	12% (13)	9% (10)	5% (5)	3% (3)	5% (5)	1% (1)	— (0)	1% (1)	1% (1)	1% (1)	2% (2)	
2014 Vote: Democrat	31% (226)	15% (112)	16% (117)	9% (67)	8% (60)	7% (49)	4% (26)	1% (11)	1% (5)	3% (19)	2% (15)	3% (20)	
2014 Vote: Republican	37% (195)	13% (70)	14% (75)	9% (47)	10% (54)	6% (32)	2% (10)	2% (11)	1% (4)	2% (13)	2% (12)	2% (10)	
2014 Vote: Other	50% (31)	15% (9)	9% (5)	4% (3)	4% (2)	7% (4)	2% (1)	1% (1)	— (0)	1% (1)	2% (1)	5% (3)	
2014 Vote: Didn't Vote	36% (246)	21% (141)	14% (96)	9% (61)	6% (39)	6% (39)	1% (9)	— (1)	1% (6)	3% (17)	2% (11)	1% (8)	
2012 Vote: Barack Obama	31% (255)	16% (128)	16% (131)	9% (71)	8% (70)	7% (59)	3% (25)	1% (10)	1% (5)	3% (25)	2% (16)	3% (26)	
2012 Vote: Mitt Romney	37% (211)	15% (86)	14% (79)	9% (49)	9% (51)	6% (31)	2% (12)	2% (9)	1% (6)	2% (10)	2% (12)	1% (8)	
2012 Vote: Other	49% (36)	16% (12)	5% (3)	12% (8)	9% (7)	5% (3)	2% (2)	— (0)	— (0)	1% (1)	— (0)	1% (1)	
2012 Vote: Didn't Vote	36% (195)	20% (105)	15% (80)	9% (49)	5% (28)	6% (31)	1% (8)	1% (4)	1% (4)	3% (14)	2% (12)	1% (7)	
4-Region: Northeast	28% (103)	13% (47)	15% (57)	9% (33)	9% (32)	9% (32)	4% (16)	2% (9)	1% (4)	4% (15)	2% (8)	3% (9)	
4-Region: Midwest	34% (148)	19% (82)	15% (64)	9% (38)	7% (29)	6% (26)	3% (14)	— (1)	— (2)	2% (11)	2% (10)	1% (6)	
4-Region: South	38% (280)	17% (124)	14% (104)	9% (70)	7% (54)	5% (34)	2% (13)	2% (12)	1% (8)	2% (13)	1% (9)	3% (20)	
4-Region: West	36% (169)	17% (78)	15% (69)	8% (37)	9% (40)	7% (33)	1% (3)	— (2)	— (1)	2% (11)	3% (13)	2% (7)	

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD5: And, how much do you plan on spending in person at “brick and mortar” stores the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Registered Voters	55% (1105)	18% (351)	9% (184)	5% (104)	4% (81)	4% (72)	1% (21)	1% (23)	— (5)	1% (19)	1% (19)	1% (16)	
Gender: Male	49% (469)	16% (155)	9% (91)	7% (67)	5% (48)	6% (54)	2% (16)	2% (18)	— (4)	2% (16)	2% (15)	1% (12)	
Gender: Female	61% (637)	19% (196)	9% (93)	4% (37)	3% (33)	2% (18)	— (5)	1% (5)	— (2)	— (3)	— (4)	— (4)	
Age: 18-29	52% (215)	20% (85)	9% (38)	4% (18)	4% (16)	5% (22)	1% (6)	1% (5)	— (0)	— (2)	1% (4)	1% (5)	
Age: 30-44	49% (254)	18% (95)	9% (49)	6% (34)	4% (21)	4% (23)	1% (7)	2% (10)	1% (3)	3% (13)	1% (5)	2% (8)	
Age: 45-54	53% (215)	15% (63)	11% (44)	7% (29)	6% (24)	3% (12)	1% (4)	2% (6)	1% (2)	1% (3)	1% (5)	— (0)	
Age: 55-64	59% (171)	18% (51)	9% (27)	5% (14)	4% (12)	3% (8)	1% (2)	— (1)	— (0)	— (0)	— (0)	1% (2)	
Age: 65+	69% (251)	16% (56)	7% (26)	3% (9)	2% (7)	2% (6)	— (2)	— (0)	— (0)	— (0)	1% (4)	— (1)	
PID: Dem (no lean)	53% (385)	18% (134)	9% (67)	5% (36)	4% (33)	3% (21)	1% (9)	2% (11)	— (2)	1% (8)	1% (8)	1% (10)	
PID: Ind (no lean)	59% (397)	19% (129)	8% (56)	4% (29)	3% (19)	2% (14)	1% (4)	1% (9)	— (1)	— (3)	1% (7)	— (3)	
PID: Rep (no lean)	53% (324)	15% (89)	10% (62)	6% (39)	5% (30)	6% (37)	1% (8)	1% (3)	— (2)	1% (7)	1% (4)	1% (3)	
PID/Gender: Dem Men	45% (157)	17% (59)	10% (36)	6% (22)	6% (20)	5% (17)	2% (7)	3% (9)	1% (2)	2% (8)	2% (6)	2% (7)	
PID/Gender: Dem Women	61% (229)	20% (74)	8% (31)	4% (14)	3% (12)	1% (4)	1% (2)	1% (2)	— (0)	— (0)	— (2)	1% (3)	
PID/Gender: Ind Men	52% (170)	20% (65)	9% (30)	6% (19)	4% (12)	3% (10)	1% (2)	2% (6)	— (1)	1% (2)	2% (5)	— (2)	
PID/Gender: Ind Women	66% (227)	18% (63)	7% (26)	3% (10)	2% (6)	1% (4)	— (1)	1% (3)	— (0)	— (1)	1% (2)	— (1)	
PID/Gender: Rep Men	49% (143)	10% (30)	9% (25)	9% (26)	5% (15)	9% (27)	2% (6)	1% (3)	— (0)	2% (6)	1% (4)	1% (3)	
PID/Gender: Rep Women	57% (181)	19% (59)	11% (36)	4% (13)	5% (14)	3% (10)	1% (2)	— (0)	1% (2)	— (1)	— (0)	— (0)	
Tea Party: Supporter	47% (263)	18% (103)	8% (44)	6% (31)	5% (27)	7% (37)	2% (11)	3% (16)	1% (3)	2% (10)	1% (7)	2% (10)	
Tea Party: Not Supporter	59% (837)	17% (245)	10% (138)	5% (72)	4% (53)	2% (33)	1% (10)	— (7)	— (2)	1% (8)	1% (11)	— (7)	
Ideo: Liberal (1-3)	50% (355)	21% (145)	10% (69)	5% (38)	4% (28)	3% (23)	1% (7)	2% (14)	— (3)	1% (7)	1% (8)	1% (7)	
Ideo: Moderate (4)	57% (231)	15% (63)	12% (48)	4% (18)	5% (22)	3% (12)	1% (3)	— (2)	— (0)	1% (2)	2% (6)	— (2)	
Ideo: Conservative (5-7)	55% (374)	17% (116)	8% (55)	6% (40)	4% (28)	5% (33)	2% (11)	1% (5)	— (2)	1% (8)	1% (4)	1% (3)	
Educ: < College	59% (771)	18% (237)	9% (113)	5% (60)	4% (52)	3% (38)	1% (10)	1% (11)	— (0)	— (5)	— (1)	1% (9)	
Educ: Bachelors degree	50% (184)	16% (60)	11% (42)	6% (22)	4% (15)	3% (12)	2% (7)	1% (3)	1% (4)	2% (9)	3% (10)	— (1)	
Educ: Post-grad	46% (151)	17% (54)	9% (29)	7% (21)	4% (14)	7% (22)	1% (4)	3% (9)	1% (2)	2% (5)	2% (7)	2% (6)	
Income: Under 50k	63% (687)	19% (207)	7% (76)	4% (41)	3% (27)	3% (28)	1% (7)	— (4)	— (1)	— (2)	— (2)	— (5)	
Income: 50k-100k	47% (306)	18% (116)	11% (73)	7% (44)	5% (34)	4% (27)	2% (12)	2% (14)	— (1)	2% (12)	1% (7)	— (1)	
Income: 100k+	43% (113)	10% (27)	14% (36)	7% (19)	7% (20)	6% (17)	1% (3)	2% (5)	1% (3)	2% (4)	3% (9)	4% (10)	
Ethnicity: White	57% (904)	17% (273)	9% (140)	5% (81)	4% (58)	3% (54)	1% (18)	1% (17)	— (5)	1% (16)	1% (12)	1% (12)	
Ethnicity: Hispanic	38% (115)	23% (69)	10% (31)	8% (24)	5% (15)	8% (23)	2% (6)	2% (5)	— (0)	2% (6)	1% (4)	1% (3)	
Ethnicity: Afr. Am.	49% (121)	19% (47)	10% (25)	4% (10)	7% (17)	4% (9)	1% (2)	2% (5)	— (0)	1% (2)	2% (6)	1% (3)	
Ethnicity: Other	49% (81)	19% (31)	12% (20)	8% (13)	4% (6)	5% (9)	1% (1)	1% (2)	— (0)	1% (1)	— (1)	1% (1)	
Relig: Protestant	57% (283)	18% (88)	9% (47)	6% (29)	3% (14)	4% (22)	1% (3)	1% (4)	— (2)	1% (5)	1% (4)	— (1)	
Relig: Roman Catholic	45% (190)	20% (86)	9% (39)	6% (26)	6% (28)	5% (20)	2% (10)	2% (7)	— (1)	1% (6)	2% (9)	1% (4)	
Relig: Ath./Agn./None	59% (307)	16% (84)	10% (50)	4% (23)	4% (20)	2% (11)	1% (4)	1% (4)	— (1)	1% (4)	1% (4)	1% (5)	
Relig: Something Else	60% (189)	13% (42)	9% (27)	4% (14)	4% (12)	3% (11)	1% (3)	2% (7)	1% (2)	1% (2)	1% (2)	1% (4)	
Relig: Jewish	49% (25)	13% (6)	15% (8)	11% (6)	2% (1)	6% (3)	— (0)	— (0)	— (0)	— (0)	— (0)	4% (2)	
Relig: Evangelical	53% (330)	20% (126)	8% (53)	6% (40)	3% (20)	4% (26)	1% (8)	1% (5)	— (1)	1% (8)	1% (5)	1% (6)	
Relig: Non-Evang. Catholics	52% (278)	18% (96)	10% (55)	5% (27)	5% (28)	4% (24)	1% (7)	1% (8)	— (2)	1% (4)	1% (7)	— (1)	
Relig: All Christian	52% (607)	19% (222)	9% (107)	6% (67)	4% (48)	4% (49)	1% (14)	1% (12)	— (3)	1% (12)	1% (13)	1% (7)	
Relig: All Non-Christian	60% (495)	15% (126)	9% (77)	4% (37)	4% (33)	3% (21)	1% (7)	1% (11)	— (2)	1% (6)	1% (6)	1% (9)	

Continued on next page

Table BRD5: And, how much do you plan on spending in person at “brick and mortar” stores the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Registered Voters	55% (105)	18% (351)	9% (184)	5% (104)	4% (81)	4% (72)	1% (21)	1% (23)	— (5)	1% (19)	1% (19)	1% (16)	
Community: Urban	51% (281)	17% (97)	7% (39)	5% (28)	5% (29)	5% (28)	2% (10)	2% (10)	— (2)	2% (11)	2% (11)	1% (8)	
Community: Suburban	54% (482)	18% (162)	11% (102)	5% (46)	5% (41)	4% (34)	1% (5)	1% (9)	— (3)	1% (5)	— (4)	1% (5)	
Community: Rural	63% (343)	17% (92)	8% (43)	5% (30)	2% (11)	2% (9)	1% (7)	1% (4)	— (0)	1% (3)	1% (3)	1% (3)	
Employ: Private Sector	45% (289)	17% (111)	12% (75)	6% (41)	5% (34)	6% (37)	2% (12)	1% (9)	— (3)	2% (15)	2% (13)	1% (4)	
Employ: Government	43% (65)	21% (32)	7% (11)	11% (16)	4% (7)	6% (8)	1% (2)	2% (2)	1% (2)	2% (3)	— (1)	1% (2)	
Employ: Self-Employed	45% (76)	19% (32)	9% (14)	6% (10)	10% (18)	3% (5)	1% (1)	4% (7)	— (1)	1% (1)	2% (4)	1% (1)	
Employ: Homemaker	61% (108)	18% (33)	10% (18)	5% (9)	2% (4)	1% (1)	1% (2)	2% (3)	— (0)	— (0)	— (0)	1% (1)	
Employ: Student	55% (59)	19% (21)	9% (10)	2% (2)	4% (5)	6% (7)	— (0)	— (0)	— (0)	— (0)	1% (1)	3% (3)	
Employ: Retired	69% (275)	16% (63)	8% (32)	3% (13)	2% (7)	2% (7)	— (1)	— (0)	— (0)	— (0)	— (1)	— (1)	
Employ: Unemployed	70% (113)	15% (25)	6% (9)	3% (5)	3% (5)	— (1)	2% (3)	— (0)	— (0)	— (0)	— (0)	— (1)	
Employ: Other	63% (120)	18% (35)	8% (14)	4% (8)	1% (2)	3% (6)	— (1)	1% (2)	— (0)	— (0)	— (0)	1% (2)	
Job Type: White-collar	48% (352)	18% (132)	10% (71)	7% (54)	5% (34)	5% (34)	1% (8)	1% (10)	1% (5)	2% (14)	2% (12)	1% (8)	
Job Type: Blue-collar	56% (479)	18% (154)	10% (84)	4% (35)	4% (37)	4% (31)	1% (12)	1% (10)	— (1)	1% (5)	— (4)	1% (5)	
Job Type: Don't Know	67% (273)	16% (65)	7% (29)	4% (15)	2% (10)	2% (6)	— (2)	1% (3)	— (0)	— (0)	1% (3)	1% (3)	
Military HH: Yes	51% (197)	19% (72)	8% (32)	5% (18)	2% (10)	6% (22)	2% (6)	2% (8)	— (1)	2% (8)	1% (6)	1% (5)	
Military HH: No	56% (909)	17% (279)	9% (153)	5% (86)	4% (71)	3% (50)	1% (15)	1% (15)	— (5)	1% (11)	1% (13)	1% (11)	
RD/WT: Right Direction	44% (266)	19% (113)	10% (61)	7% (39)	4% (27)	5% (32)	1% (8)	2% (12)	1% (4)	2% (14)	2% (14)	2% (10)	
RD/WT: Wrong Track	60% (839)	17% (238)	9% (123)	5% (65)	4% (54)	3% (40)	1% (13)	1% (11)	— (2)	— (5)	— (5)	— (6)	
Obama Job: Approve	52% (540)	18% (186)	9% (92)	6% (61)	4% (43)	4% (39)	1% (12)	2% (16)	— (4)	1% (14)	1% (15)	1% (13)	
Obama Job: Disapprove	58% (506)	17% (146)	10% (87)	5% (40)	4% (37)	4% (31)	1% (9)	1% (7)	— (2)	— (4)	— (3)	— (2)	
#1 Issue: Economy	55% (364)	17% (114)	10% (67)	5% (34)	4% (25)	4% (25)	2% (11)	— (3)	— (2)	1% (6)	1% (5)	— (2)	
#1 Issue: Security	52% (193)	18% (66)	8% (31)	8% (29)	4% (15)	4% (15)	1% (3)	2% (7)	— (0)	1% (4)	2% (7)	— (1)	
#1 Issue: Health Care	52% (145)	19% (53)	10% (29)	5% (13)	5% (15)	3% (8)	1% (4)	1% (2)	— (1)	1% (3)	— (1)	2% (5)	
#1 Issue: Medicare / Social Security	62% (135)	16% (35)	8% (17)	3% (7)	3% (7)	3% (6)	1% (2)	2% (4)	— (0)	1% (2)	1% (3)	— (0)	
#1 Issue: Women's Issues	60% (86)	16% (23)	9% (13)	3% (5)	4% (5)	1% (2)	— (1)	3% (5)	1% (1)	1% (2)	— (1)	— (0)	
#1 Issue: Education	44% (59)	25% (34)	9% (12)	5% (7)	4% (5)	8% (11)	— (1)	1% (1)	— (0)	— (0)	1% (2)	2% (3)	
#1 Issue: Energy	57% (51)	10% (9)	8% (7)	6% (5)	4% (4)	6% (6)	— (0)	1% (1)	1% (1)	1% (1)	1% (1)	3% (3)	
#1 Issue: Other	67% (73)	15% (17)	7% (8)	4% (4)	5% (5)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	2% (2)	
2014 Vote: Democrat	51% (370)	19% (140)	10% (69)	5% (34)	5% (34)	4% (26)	1% (10)	1% (11)	— (4)	1% (9)	2% (13)	1% (7)	
2014 Vote: Republican	50% (268)	18% (95)	11% (58)	6% (33)	5% (25)	5% (27)	1% (7)	1% (7)	— (2)	1% (5)	1% (4)	1% (3)	
2014 Vote: Other	62% (38)	19% (12)	8% (5)	4% (3)	— (0)	1% (1)	— (0)	1% (0)	— (0)	1% (1)	— (0)	3% (2)	
2014 Vote: Didn't Vote	63% (427)	16% (105)	8% (52)	5% (35)	3% (22)	2% (17)	1% (4)	1% (5)	— (0)	1% (4)	— (1)	1% (4)	
2012 Vote: Barack Obama	51% (418)	19% (154)	10% (83)	5% (41)	4% (35)	3% (27)	2% (13)	2% (15)	— (4)	1% (11)	2% (13)	1% (8)	
2012 Vote: Mitt Romney	53% (300)	17% (98)	10% (56)	6% (33)	4% (25)	5% (27)	1% (6)	1% (4)	— (2)	1% (4)	1% (4)	1% (3)	
2012 Vote: Other	67% (49)	13% (9)	10% (7)	1% (1)	6% (5)	— (0)	— (0)	1% (0)	— (0)	1% (1)	— (0)	1% (1)	
2012 Vote: Didn't Vote	62% (335)	17% (90)	7% (37)	5% (29)	3% (16)	3% (18)	— (2)	1% (4)	— (0)	1% (3)	— (1)	1% (3)	
4-Region: Northeast	49% (178)	17% (63)	8% (29)	6% (22)	6% (22)	6% (21)	2% (6)	3% (12)	1% (2)	2% (6)	— (2)	1% (3)	
4-Region: Midwest	52% (222)	20% (86)	11% (47)	7% (29)	3% (14)	2% (8)	1% (6)	1% (3)	— (1)	1% (6)	1% (4)	1% (3)	
4-Region: South	59% (435)	17% (123)	9% (67)	5% (37)	4% (27)	3% (24)	1% (5)	1% (4)	— (0)	1% (6)	1% (5)	1% (8)	
4-Region: West	58% (271)	17% (78)	9% (41)	3% (16)	4% (18)	4% (19)	1% (4)	1% (4)	— (2)	— (1)	2% (8)	1% (3)	

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD6: And, how much do you plan on spending at online websites and retailers the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Registered Voters	46% (915)	21% (428)	13% (259)	6% (114)	4% (73)	4% (79)	1% (25)	1% (22)	1% (20)	1% (24)	1% (18)	1% (22)	
Gender: Male	41% (392)	20% (189)	13% (127)	7% (67)	4% (39)	5% (50)	2% (16)	2% (19)	2% (15)	2% (18)	1% (14)	2% (17)	
Gender: Female	50% (523)	23% (239)	13% (132)	5% (48)	3% (34)	3% (29)	1% (9)	— (3)	— (5)	1% (6)	— (4)	— (5)	
Age: 18-29	40% (168)	26% (110)	12% (52)	5% (21)	3% (13)	4% (18)	2% (8)	2% (7)	1% (4)	2% (8)	1% (4)	1% (3)	
Age: 30-44	34% (179)	25% (133)	14% (74)	7% (39)	4% (20)	4% (23)	2% (9)	1% (8)	2% (9)	2% (11)	1% (8)	2% (11)	
Age: 45-54	44% (180)	19% (77)	14% (58)	6% (24)	5% (22)	5% (21)	1% (4)	1% (2)	1% (4)	1% (3)	2% (7)	1% (6)	
Age: 55-64	54% (155)	19% (56)	11% (32)	6% (18)	3% (8)	3% (10)	1% (3)	1% (4)	— (0)	— (1)	— (0)	— (1)	
Age: 65+	64% (232)	14% (51)	12% (42)	3% (12)	3% (10)	2% (7)	— (1)	— (2)	1% (3)	— (0)	— (0)	— (1)	
PID: Dem (no lean)	41% (296)	26% (188)	13% (97)	5% (37)	3% (23)	4% (28)	2% (12)	1% (9)	1% (8)	1% (11)	1% (5)	1% (11)	
PID: Ind (no lean)	49% (330)	20% (134)	12% (81)	7% (44)	3% (18)	3% (21)	1% (9)	1% (6)	— (3)	1% (9)	1% (7)	1% (8)	
PID: Rep (no lean)	48% (289)	18% (107)	13% (81)	6% (33)	5% (32)	5% (31)	1% (4)	1% (6)	1% (8)	1% (5)	1% (7)	1% (3)	
PID/Gender: Dem Men	35% (123)	23% (79)	15% (52)	6% (22)	4% (14)	5% (17)	2% (7)	3% (9)	2% (7)	2% (6)	1% (4)	2% (9)	
PID/Gender: Dem Women	46% (173)	29% (109)	12% (45)	4% (15)	2% (9)	3% (10)	1% (5)	— (0)	— (2)	1% (4)	— (1)	1% (2)	
PID/Gender: Ind Men	43% (140)	20% (63)	14% (45)	8% (25)	3% (10)	4% (12)	1% (5)	2% (5)	1% (2)	2% (8)	1% (3)	2% (6)	
PID/Gender: Ind Women	55% (190)	20% (70)	10% (36)	5% (19)	2% (8)	3% (9)	1% (4)	— (1)	— (1)	— (1)	1% (4)	— (2)	
PID/Gender: Rep Men	45% (129)	16% (47)	10% (30)	7% (19)	5% (15)	7% (21)	1% (4)	2% (5)	2% (6)	1% (4)	2% (7)	1% (2)	
PID/Gender: Rep Women	50% (160)	19% (60)	16% (52)	5% (14)	5% (17)	3% (10)	— (0)	1% (2)	1% (2)	— (1)	— (0)	— (1)	
Tea Party: Supporter	42% (237)	20% (111)	13% (73)	4% (22)	5% (28)	5% (27)	2% (10)	2% (12)	2% (12)	2% (13)	2% (10)	1% (7)	
Tea Party: Not Supporter	47% (670)	22% (315)	13% (186)	6% (91)	3% (45)	4% (52)	1% (14)	1% (10)	1% (8)	1% (11)	1% (8)	1% (14)	
Ideo: Liberal (1-3)	35% (248)	27% (187)	14% (98)	6% (41)	5% (34)	5% (33)	2% (12)	1% (10)	— (3)	3% (18)	1% (10)	1% (8)	
Ideo: Moderate (4)	44% (180)	21% (88)	16% (65)	7% (31)	3% (14)	3% (11)	1% (4)	— (2)	— (1)	— (2)	2% (6)	2% (7)	
Ideo: Conservative (5-7)	51% (346)	19% (127)	12% (84)	5% (33)	3% (23)	4% (27)	1% (8)	2% (10)	2% (12)	1% (5)	— (1)	1% (4)	
Educ: < College	50% (656)	22% (287)	12% (162)	5% (63)	3% (42)	3% (40)	1% (11)	1% (10)	1% (9)	1% (11)	— (6)	1% (10)	
Educ: Bachelors degree	37% (138)	21% (77)	15% (55)	6% (20)	4% (16)	6% (21)	1% (5)	2% (7)	2% (9)	2% (8)	1% (5)	2% (6)	
Educ: Post-grad	37% (120)	20% (64)	13% (42)	10% (31)	5% (15)	5% (18)	3% (8)	2% (5)	1% (2)	2% (5)	2% (8)	2% (6)	
Income: Under 50k	56% (608)	22% (239)	10% (104)	5% (52)	3% (33)	2% (20)	1% (7)	— (5)	1% (6)	— (5)	1% (6)	— (2)	
Income: 50k-100k	37% (237)	22% (142)	18% (114)	6% (41)	4% (25)	6% (36)	2% (13)	1% (10)	1% (8)	2% (11)	1% (4)	1% (7)	
Income: 100k+	26% (70)	18% (47)	16% (42)	8% (22)	6% (15)	9% (23)	2% (5)	3% (8)	2% (6)	3% (8)	3% (8)	5% (13)	
Ethnicity: White	47% (749)	21% (328)	13% (214)	5% (85)	3% (55)	3% (54)	1% (21)	1% (21)	1% (18)	1% (17)	1% (13)	1% (15)	
Ethnicity: Hispanic	29% (86)	26% (79)	16% (48)	7% (20)	3% (9)	7% (22)	2% (6)	3% (8)	1% (4)	4% (11)	1% (4)	1% (2)	
Ethnicity: Afr. Am.	40% (98)	24% (58)	12% (28)	6% (15)	4% (11)	6% (14)	1% (3)	1% (2)	— (1)	3% (7)	1% (3)	2% (4)	
Ethnicity: Other	41% (68)	26% (43)	10% (17)	8% (14)	4% (7)	6% (10)	— (1)	— (1)	— (1)	1% (1)	2% (3)	1% (2)	
Relig: Protestant	52% (258)	18% (91)	14% (68)	6% (29)	3% (15)	3% (14)	1% (5)	1% (5)	1% (6)	1% (5)	— (2)	— (2)	
Relig: Roman Catholic	34% (146)	24% (100)	16% (69)	6% (24)	6% (26)	4% (19)	2% (9)	3% (11)	1% (6)	1% (5)	1% (6)	1% (5)	
Relig: Ath./Agn./None	44% (230)	23% (118)	13% (66)	7% (35)	4% (19)	4% (22)	— (2)	1% (3)	1% (4)	1% (6)	1% (4)	1% (8)	
Relig: Something Else	50% (159)	17% (54)	11% (34)	5% (16)	3% (9)	5% (17)	2% (6)	1% (2)	1% (3)	2% (6)	2% (7)	1% (4)	
Relig: Jewish	38% (19)	17% (9)	20% (10)	10% (5)	2% (1)	6% (3)	— (0)	— (0)	2% (1)	— (0)	1% (1)	4% (2)	
Relig: Evangelical	48% (300)	22% (137)	13% (79)	5% (31)	3% (19)	2% (15)	1% (7)	1% (8)	2% (10)	1% (9)	1% (4)	1% (6)	
Relig: Non-Evang. Catholics	42% (225)	22% (117)	15% (80)	6% (32)	5% (25)	5% (26)	2% (10)	2% (9)	1% (3)	1% (3)	1% (4)	— (2)	
Relig: All Christian	45% (525)	22% (254)	14% (159)	5% (63)	4% (45)	3% (41)	1% (17)	1% (17)	1% (13)	1% (13)	1% (8)	1% (9)	
Relig: All Non-Christian	47% (388)	21% (172)	12% (100)	6% (51)	3% (28)	5% (38)	1% (8)	1% (5)	1% (7)	1% (12)	1% (10)	1% (11)	

Continued on next page

Table BRD6: And, how much do you plan on spending at online websites and retailers the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	\$0 to \$100	\$100 to \$200	\$200 to \$300	\$300 to \$400	\$400 to \$500	\$500 to \$600	\$600 to \$700	\$700 to \$800	\$800 to \$900	\$900 to \$1,000	\$1,000 to \$1,500	\$1,500 or more	T
Registered Voters	46% (915)	21% (428)	13% (259)	6% (114)	4% (73)	4% (79)	1% (25)	1% (22)	1% (20)	1% (24)	1% (18)	1% (22)	
Community: Urban	43% (236)	19% (107)	10% (56)	8% (42)	4% (22)	5% (25)	3% (16)	2% (11)	1% (7)	3% (14)	2% (13)	1% (6)	
Community: Suburban	43% (384)	23% (206)	15% (136)	5% (49)	3% (31)	5% (42)	1% (8)	1% (9)	1% (8)	1% (8)	1% (5)	1% (11)	
Community: Rural	54% (295)	21% (115)	12% (68)	4% (23)	4% (19)	2% (12)	— (1)	— (2)	1% (4)	— (2)	— (1)	1% (4)	
Employ: Private Sector	37% (237)	21% (134)	14% (93)	6% (41)	5% (32)	6% (38)	2% (12)	2% (12)	2% (10)	2% (14)	2% (12)	2% (10)	
Employ: Government	32% (49)	28% (42)	16% (24)	9% (14)	3% (4)	3% (5)	2% (3)	2% (3)	1% (2)	1% (2)	1% (1)	1% (1)	
Employ: Self-Employed	33% (55)	20% (34)	14% (24)	7% (12)	8% (13)	5% (9)	4% (6)	1% (2)	1% (2)	3% (4)	2% (3)	3% (5)	
Employ: Homemaker	42% (75)	27% (48)	17% (31)	6% (11)	2% (4)	3% (6)	2% (3)	1% (1)	— (1)	— (0)	— (0)	— (0)	
Employ: Student	35% (38)	33% (35)	14% (15)	10% (10)	2% (2)	— (0)	— (0)	— (0)	1% (1)	3% (3)	1% (1)	1% (1)	
Employ: Retired	62% (249)	19% (74)	10% (39)	3% (13)	2% (8)	3% (10)	— (1)	— (2)	— (1)	— (1)	— (0)	— (1)	
Employ: Unemployed	65% (105)	14% (23)	11% (17)	2% (4)	3% (4)	2% (3)	— (1)	1% (2)	1% (1)	— (1)	— (0)	— (1)	
Employ: Other	56% (108)	20% (38)	9% (16)	5% (9)	3% (5)	4% (8)	— (0)	1% (1)	1% (1)	— (0)	1% (2)	1% (3)	
Job Type: White-collar	39% (287)	20% (147)	14% (104)	7% (54)	4% (31)	5% (36)	1% (11)	2% (14)	2% (13)	2% (15)	1% (8)	2% (13)	
Job Type: Blue-collar	47% (401)	23% (196)	14% (121)	5% (44)	3% (26)	3% (30)	1% (10)	1% (5)	— (4)	1% (5)	1% (9)	1% (6)	
Job Type: Don't Know	56% (227)	21% (85)	8% (34)	4% (16)	4% (15)	3% (13)	1% (5)	1% (4)	1% (2)	1% (4)	— (1)	1% (2)	
Military HH: Yes	46% (178)	17% (65)	12% (48)	7% (25)	4% (15)	5% (18)	1% (5)	2% (7)	2% (8)	2% (8)	1% (2)	1% (5)	
Military HH: No	46% (737)	23% (364)	13% (212)	5% (89)	4% (58)	4% (61)	1% (20)	1% (15)	1% (11)	1% (17)	1% (16)	1% (16)	
RD/WT: Right Direction	35% (211)	22% (130)	13% (80)	8% (45)	4% (27)	6% (36)	3% (17)	1% (8)	1% (8)	3% (17)	1% (6)	2% (13)	
RD/WT: Wrong Track	50% (703)	21% (299)	13% (180)	5% (69)	3% (46)	3% (43)	1% (8)	1% (14)	1% (12)	1% (7)	1% (12)	1% (8)	
Obama Job: Approve	39% (409)	24% (245)	14% (140)	6% (63)	4% (39)	5% (47)	2% (18)	1% (14)	1% (11)	2% (22)	1% (11)	2% (17)	
Obama Job: Disapprove	52% (453)	19% (167)	13% (110)	5% (45)	4% (32)	4% (32)	1% (6)	1% (8)	1% (8)	— (2)	1% (8)	— (4)	
#1 Issue: Economy	47% (310)	21% (136)	13% (83)	6% (38)	4% (25)	4% (29)	1% (6)	1% (3)	1% (7)	1% (10)	1% (6)	1% (5)	
#1 Issue: Security	44% (163)	21% (78)	16% (60)	7% (26)	2% (8)	3% (13)	2% (6)	2% (6)	— (1)	1% (2)	2% (8)	— (1)	
#1 Issue: Health Care	40% (111)	25% (71)	14% (39)	5% (14)	6% (17)	3% (8)	— (1)	2% (5)	1% (3)	2% (5)	1% (2)	1% (2)	
#1 Issue: Medicare / Social Security	54% (118)	18% (39)	10% (22)	5% (10)	4% (8)	4% (8)	1% (2)	1% (2)	2% (4)	1% (2)	— (1)	— (1)	
#1 Issue: Women's Issues	40% (57)	27% (38)	16% (22)	3% (5)	5% (7)	5% (7)	1% (1)	1% (1)	1% (1)	1% (2)	1% (1)	— (0)	
#1 Issue: Education	37% (49)	26% (34)	12% (16)	8% (11)	2% (2)	4% (6)	4% (5)	2% (3)	2% (2)	— (0)	— (0)	4% (5)	
#1 Issue: Energy	41% (37)	18% (16)	11% (10)	6% (5)	3% (2)	4% (4)	5% (4)	2% (2)	1% (1)	3% (3)	— (0)	6% (5)	
#1 Issue: Other	66% (71)	15% (16)	7% (7)	4% (4)	2% (2)	4% (5)	1% (1)	— (0)	— (0)	— (0)	— (0)	2% (2)	
2014 Vote: Democrat	41% (296)	22% (160)	15% (108)	5% (34)	4% (29)	4% (29)	2% (15)	2% (14)	1% (6)	2% (14)	1% (8)	2% (13)	
2014 Vote: Republican	46% (247)	19% (101)	13% (70)	6% (30)	5% (27)	6% (30)	1% (5)	1% (6)	1% (4)	1% (3)	1% (5)	1% (3)	
2014 Vote: Other	52% (32)	15% (9)	12% (7)	7% (4)	4% (2)	— (0)	— (0)	1% (1)	2% (1)	— (0)	3% (2)	5% (3)	
2014 Vote: Didn't Vote	50% (338)	23% (159)	11% (73)	7% (46)	2% (15)	3% (19)	1% (5)	— (2)	1% (7)	1% (7)	— (3)	— (3)	
2012 Vote: Barack Obama	39% (318)	23% (191)	14% (118)	6% (52)	4% (34)	5% (39)	2% (15)	1% (11)	1% (8)	2% (14)	1% (9)	2% (14)	
2012 Vote: Mitt Romney	49% (278)	18% (104)	14% (76)	5% (27)	4% (25)	4% (24)	1% (6)	1% (8)	1% (6)	1% (3)	1% (5)	— (2)	
2012 Vote: Other	55% (40)	20% (15)	14% (10)	4% (3)	3% (2)	— (0)	— (0)	2% (2)	— (0)	— (0)	1% (0)	1% (1)	
2012 Vote: Didn't Vote	51% (276)	22% (118)	10% (56)	6% (33)	2% (13)	3% (16)	1% (4)	— (1)	1% (5)	1% (7)	1% (4)	1% (5)	
4-Region: Northeast	40% (146)	22% (80)	15% (54)	4% (15)	4% (15)	7% (26)	2% (6)	2% (8)	1% (3)	2% (6)	1% (3)	1% (3)	
4-Region: Midwest	47% (204)	20% (86)	13% (56)	8% (36)	4% (18)	3% (12)	1% (4)	— (1)	1% (6)	1% (2)	1% (5)	— (1)	
4-Region: South	47% (351)	22% (162)	12% (88)	6% (42)	4% (26)	3% (22)	1% (9)	2% (11)	1% (8)	1% (9)	— (3)	1% (10)	
4-Region: West	46% (214)	22% (101)	13% (61)	5% (22)	3% (13)	4% (19)	1% (6)	1% (3)	1% (2)	2% (7)	2% (8)	2% (8)	

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD7: Do you support or oppose stores and retailers staying open for shopping the day of Thanksgiving?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Registered Voters	14% (274)	18% (358)	22% (441)	37% (734)	10% (193)	2000
Gender: Male	18% (176)	20% (197)	23% (221)	28% (270)	10% (98)	963
Gender: Female	10% (99)	15% (160)	21% (220)	45% (464)	9% (95)	1037
Age: 18-29	18% (75)	25% (104)	25% (103)	24% (101)	8% (34)	418
Age: 30-44	19% (98)	20% (103)	18% (96)	33% (175)	10% (50)	523
Age: 45-54	12% (49)	16% (66)	22% (92)	39% (158)	11% (44)	409
Age: 55-64	9% (26)	16% (47)	25% (71)	40% (114)	11% (31)	289
Age: 65+	7% (26)	10% (37)	22% (80)	51% (185)	9% (34)	361
PID: Dem (no lean)	17% (123)	20% (144)	21% (150)	33% (240)	9% (68)	724
PID: Ind (no lean)	12% (82)	17% (116)	21% (138)	38% (256)	12% (78)	669
PID: Rep (no lean)	11% (69)	16% (98)	25% (154)	39% (238)	8% (47)	607
PID/Gender: Dem Men	24% (84)	21% (74)	21% (75)	24% (83)	10% (35)	351
PID/Gender: Dem Women	10% (39)	19% (70)	20% (75)	42% (157)	9% (34)	374
PID/Gender: Ind Men	15% (47)	21% (68)	20% (65)	32% (102)	13% (42)	324
PID/Gender: Ind Women	10% (35)	14% (48)	21% (73)	44% (153)	11% (36)	345
PID/Gender: Rep Men	15% (44)	19% (56)	28% (81)	30% (85)	8% (22)	288
PID/Gender: Rep Women	8% (25)	13% (42)	23% (73)	48% (153)	8% (25)	319
Tea Party: Supporter	23% (128)	21% (116)	20% (111)	30% (172)	7% (38)	564
Tea Party: Not Supporter	10% (146)	17% (239)	23% (328)	39% (557)	11% (153)	1422
Ideo: Liberal (1-3)	17% (116)	21% (147)	21% (150)	33% (235)	8% (55)	703
Ideo: Moderate (4)	11% (45)	16% (67)	26% (105)	35% (145)	12% (47)	410
Ideo: Conservative (5-7)	11% (75)	16% (106)	22% (150)	43% (294)	8% (56)	681
Educ: < College	13% (176)	19% (248)	22% (285)	36% (465)	10% (133)	1307
Educ: Bachelors degree	12% (44)	16% (58)	27% (99)	39% (143)	7% (25)	369
Educ: Post-grad	16% (53)	16% (52)	18% (58)	39% (125)	11% (36)	324
Income: Under 50k	15% (160)	18% (201)	20% (217)	36% (395)	11% (115)	1088
Income: 50k-100k	12% (80)	18% (120)	25% (159)	36% (236)	8% (52)	647
Income: 100k+	13% (34)	14% (37)	25% (65)	39% (102)	10% (27)	265
Ethnicity: White	12% (184)	15% (245)	23% (359)	41% (652)	9% (150)	1591
Ethnicity: Hispanic	22% (65)	28% (85)	21% (64)	23% (70)	5% (15)	299

Continued on next page

Table BRD7: Do you support or oppose stores and retailers staying open for shopping the day of Thanksgiving?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Registered Voters	14%	(274)	18%	(358)	22%	(441)	37%	(734)	10%	(193)	2000
Ethnicity: Afr. Am.	22%	(53)	31%	(75)	18%	(43)	19%	(46)	11%	(27)	244
Ethnicity: Other	22%	(37)	23%	(38)	23%	(39)	22%	(36)	10%	(16)	165
Relig: Protestant	11%	(54)	12%	(60)	22%	(108)	47%	(236)	9%	(44)	500
Relig: Roman Catholic	16%	(66)	20%	(84)	24%	(104)	34%	(144)	7%	(28)	426
Relig: Ath./Agn./None	13%	(65)	18%	(94)	22%	(114)	33%	(168)	14%	(74)	516
Relig: Something Else	14%	(44)	23%	(72)	24%	(76)	31%	(98)	8%	(26)	315
Relig: Jewish	16%	(8)	19%	(10)	21%	(11)	35%	(18)	8%	(4)	51
Relig: Evangelical	19%	(118)	16%	(103)	18%	(111)	40%	(250)	7%	(44)	626
Relig: Non-Evang. Catholics	9%	(46)	16%	(89)	26%	(140)	40%	(217)	9%	(46)	537
Relig: All Christian	14%	(164)	16%	(192)	22%	(250)	40%	(467)	8%	(90)	1163
Relig: All Non-Christian	13%	(109)	20%	(166)	23%	(190)	32%	(266)	12%	(100)	831
Community: Urban	20%	(112)	22%	(122)	19%	(103)	29%	(160)	10%	(58)	555
Community: Suburban	11%	(97)	15%	(135)	25%	(228)	40%	(361)	9%	(77)	898
Community: Rural	12%	(65)	18%	(101)	20%	(110)	39%	(213)	11%	(58)	547
Employ: Private Sector	16%	(105)	18%	(114)	21%	(136)	37%	(239)	8%	(50)	645
Employ: Government	11%	(17)	20%	(30)	26%	(40)	34%	(52)	8%	(12)	150
Employ: Self-Employed	19%	(32)	28%	(47)	16%	(28)	29%	(49)	9%	(15)	169
Employ: Homemaker	8%	(14)	19%	(34)	28%	(51)	35%	(63)	9%	(17)	178
Employ: Student	14%	(14)	25%	(27)	29%	(31)	21%	(22)	12%	(13)	106
Employ: Retired	7%	(28)	9%	(38)	23%	(92)	51%	(203)	10%	(38)	399
Employ: Unemployed	15%	(24)	21%	(34)	15%	(23)	36%	(58)	14%	(22)	161
Employ: Other	21%	(40)	18%	(35)	21%	(40)	26%	(49)	14%	(27)	191
Job Type: White-collar	15%	(113)	15%	(107)	22%	(161)	39%	(287)	9%	(67)	734
Job Type: Blue-collar	12%	(100)	19%	(159)	23%	(199)	38%	(325)	9%	(74)	857
Job Type: Don't Know	15%	(62)	22%	(92)	20%	(81)	30%	(122)	13%	(52)	409
Military HH: Yes	15%	(58)	20%	(76)	20%	(75)	36%	(138)	10%	(37)	384
Military HH: No	13%	(216)	17%	(281)	23%	(366)	37%	(596)	10%	(156)	1616
RD/WT: Right Direction	22%	(131)	21%	(129)	19%	(114)	29%	(173)	9%	(52)	599
RD/WT: Wrong Track	10%	(143)	16%	(229)	23%	(327)	40%	(561)	10%	(141)	1401
Obama Job: Approve	17%	(179)	19%	(202)	21%	(216)	33%	(338)	10%	(99)	1035
Obama Job: Disapprove	9%	(78)	16%	(139)	24%	(212)	43%	(378)	8%	(68)	874

Continued on next page

Table BRD7: Do you support or oppose stores and retailers staying open for shopping the day of Thanksgiving?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't Know / No Opinion	Total N
Registered Voters	14% (274)	18% (358)	22% (441)	37% (734)	10% (193)	2000
#1 Issue: Economy	12% (80)	18% (121)	24% (157)	35% (229)	11% (72)	658
#1 Issue: Security	15% (56)	21% (78)	17% (62)	39% (147)	8% (29)	372
#1 Issue: Health Care	16% (44)	18% (50)	24% (67)	34% (96)	8% (22)	279
#1 Issue: Medicare / Social Security	12% (27)	13% (27)	21% (44)	44% (96)	10% (22)	217
#1 Issue: Women's Issues	11% (16)	24% (34)	22% (31)	39% (55)	4% (6)	143
#1 Issue: Education	17% (23)	18% (24)	26% (35)	32% (43)	7% (9)	134
#1 Issue: Energy	19% (17)	16% (15)	23% (20)	36% (32)	6% (5)	89
#1 Issue: Other	11% (12)	9% (9)	22% (24)	33% (36)	25% (27)	109
2014 Vote: Democrat	16% (119)	19% (138)	20% (142)	37% (266)	8% (62)	727
2014 Vote: Republican	7% (38)	14% (72)	25% (135)	46% (245)	8% (42)	532
2014 Vote: Other	9% (5)	8% (5)	21% (13)	47% (29)	15% (9)	61
2014 Vote: Didn't Vote	16% (109)	21% (143)	22% (150)	29% (194)	12% (80)	676
2012 Vote: Barack Obama	16% (132)	18% (150)	21% (173)	35% (290)	9% (77)	822
2012 Vote: Mitt Romney	7% (40)	13% (72)	24% (138)	47% (268)	8% (46)	564
2012 Vote: Other	4% (3)	11% (8)	22% (16)	50% (36)	13% (9)	72
2012 Vote: Didn't Vote	18% (99)	24% (127)	21% (113)	25% (137)	11% (61)	538
4-Region: Northeast	17% (60)	15% (56)	23% (84)	37% (136)	8% (29)	365
4-Region: Midwest	11% (47)	17% (75)	24% (101)	40% (173)	8% (34)	430
4-Region: South	13% (94)	21% (158)	21% (154)	34% (255)	11% (80)	740
4-Region: West	16% (73)	15% (69)	22% (102)	37% (170)	11% (50)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD8: *If a store pushed back their opening hours on Black Friday, and did not open on Thanksgiving Day for early shopping, would that make you more or less likely to visit that store or retailer on Black Friday weekend, or would it make no difference either way?*

Demographic	Much more likely to visit the store		Somewhat more likely to visit the store		Somewhat less likely to visit the store		Much less likely to visit the store		Makes no difference either way		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Registered Voters	24%	(471)	24%	(475)	6%	(113)	2%	(41)	37%	(740)	8%	(161)	2000
Gender: Male	22%	(216)	26%	(250)	8%	(76)	2%	(23)	33%	(316)	8%	(81)	963
Gender: Female	25%	(254)	22%	(224)	4%	(37)	2%	(17)	41%	(425)	8%	(80)	1037
Age: 18-29	28%	(119)	23%	(95)	12%	(51)	3%	(11)	28%	(119)	5%	(23)	418
Age: 30-44	29%	(151)	25%	(128)	5%	(26)	2%	(12)	32%	(166)	8%	(40)	523
Age: 45-54	23%	(95)	25%	(104)	4%	(15)	1%	(5)	36%	(147)	11%	(44)	409
Age: 55-64	16%	(45)	25%	(72)	4%	(11)	1%	(2)	47%	(137)	8%	(22)	289
Age: 65+	17%	(61)	21%	(76)	3%	(10)	3%	(11)	48%	(172)	9%	(32)	361
PID: Dem (no lean)	25%	(185)	24%	(177)	6%	(42)	2%	(13)	35%	(256)	7%	(51)	724
PID: Ind (no lean)	19%	(125)	22%	(144)	6%	(40)	2%	(15)	43%	(286)	9%	(58)	669
PID: Rep (no lean)	27%	(161)	25%	(153)	5%	(31)	2%	(12)	33%	(198)	8%	(51)	607
PID/Gender: Dem Men	27%	(94)	27%	(95)	8%	(27)	3%	(9)	29%	(100)	7%	(24)	351
PID/Gender: Dem Women	24%	(90)	22%	(82)	4%	(15)	1%	(4)	42%	(156)	7%	(27)	374
PID/Gender: Ind Men	17%	(56)	23%	(76)	9%	(30)	3%	(9)	37%	(121)	10%	(32)	324
PID/Gender: Ind Women	20%	(69)	20%	(68)	3%	(10)	2%	(7)	48%	(165)	7%	(26)	345
PID/Gender: Rep Men	23%	(66)	28%	(79)	7%	(19)	2%	(6)	33%	(94)	8%	(24)	288
PID/Gender: Rep Women	30%	(96)	23%	(74)	4%	(12)	2%	(7)	33%	(104)	9%	(27)	319
Tea Party: Supporter	30%	(170)	24%	(136)	6%	(35)	3%	(19)	29%	(166)	7%	(38)	564
Tea Party: Not Supporter	21%	(299)	24%	(337)	6%	(78)	1%	(21)	40%	(569)	8%	(118)	1422
Ideo: Liberal (1-3)	26%	(184)	26%	(185)	8%	(53)	2%	(12)	33%	(231)	5%	(38)	703
Ideo: Moderate (4)	18%	(73)	24%	(100)	7%	(28)	1%	(6)	40%	(165)	9%	(38)	410
Ideo: Conservative (5-7)	25%	(172)	24%	(163)	3%	(20)	3%	(18)	39%	(262)	7%	(45)	681
Educ: < College	22%	(290)	23%	(304)	6%	(80)	2%	(27)	37%	(489)	9%	(117)	1307
Educ: Bachelors degree	28%	(104)	22%	(82)	5%	(19)	2%	(7)	36%	(134)	6%	(24)	369
Educ: Post-grad	24%	(77)	27%	(89)	5%	(15)	2%	(7)	36%	(118)	6%	(20)	324

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Table BRD8: *If a store pushed back their opening hours on Black Friday, and did not open on Thanksgiving Day for early shopping, would that make you more or less likely to visit that store or retailer on Black Friday weekend, or would it make no difference either way?*

Demographic	Much more likely to visit the store	Somewhat more likely to visit the store	Somewhat less likely to visit the store	Much less likely to visit the store	Makes no difference either way	Don't Know / No Opinion	Total N
Registered Voters	24% (471)	24% (475)	6% (113)	2% (41)	37% (740)	8% (161)	2000
Income: Under 50k	22% (244)	22% (238)	6% (69)	3% (27)	39% (419)	8% (89)	1088
Income: 50k-100k	24% (155)	27% (172)	5% (29)	1% (9)	36% (233)	8% (49)	647
Income: 100k+	27% (72)	24% (64)	6% (15)	2% (4)	33% (88)	8% (22)	265
Ethnicity: White	24% (382)	24% (376)	4% (71)	2% (28)	38% (605)	8% (129)	1591
Ethnicity: Hispanic	28% (84)	26% (78)	12% (35)	2% (6)	27% (81)	5% (15)	299
Ethnicity: Afr. Am.	23% (55)	23% (56)	11% (26)	1% (3)	36% (88)	6% (15)	244
Ethnicity: Other	20% (33)	26% (43)	10% (16)	6% (9)	29% (48)	10% (16)	165
Relig: Protestant	22% (111)	26% (128)	4% (18)	2% (11)	39% (195)	7% (37)	500
Relig: Roman Catholic	28% (119)	28% (121)	5% (21)	1% (5)	30% (127)	8% (33)	426
Relig: Ath./Agn./None	21% (109)	19% (100)	6% (33)	2% (8)	42% (214)	10% (51)	516
Relig: Something Else	20% (64)	25% (78)	8% (24)	3% (9)	37% (115)	8% (24)	315
Relig: Jewish	11% (6)	22% (11)	4% (2)	7% (3)	52% (26)	5% (3)	51
Relig: Evangelical	28% (176)	24% (153)	6% (37)	2% (12)	33% (208)	6% (39)	626
Relig: Non-Evang. Catholics	22% (120)	26% (141)	3% (18)	2% (11)	38% (203)	8% (44)	537
Relig: All Christian	25% (296)	25% (294)	5% (56)	2% (23)	35% (411)	7% (83)	1163
Relig: All Non-Christian	21% (173)	21% (178)	7% (57)	2% (18)	40% (329)	9% (75)	831
Community: Urban	25% (138)	28% (155)	6% (35)	2% (11)	32% (179)	6% (36)	555
Community: Suburban	24% (212)	22% (198)	6% (57)	2% (16)	39% (346)	8% (68)	898
Community: Rural	22% (120)	22% (121)	4% (21)	3% (14)	39% (215)	10% (56)	547
Employ: Private Sector	27% (176)	28% (178)	5% (31)	1% (8)	33% (212)	6% (39)	645
Employ: Government	28% (41)	30% (46)	4% (6)	2% (3)	34% (51)	2% (3)	150
Employ: Self-Employed	26% (44)	25% (43)	4% (7)	3% (6)	34% (57)	7% (12)	169
Employ: Homemaker	23% (42)	25% (44)	2% (4)	2% (3)	41% (73)	7% (12)	178
Employ: Student	26% (28)	18% (19)	16% (17)	3% (4)	31% (33)	6% (7)	106
Employ: Retired	15% (61)	22% (89)	4% (15)	2% (8)	46% (183)	11% (44)	399
Employ: Unemployed	21% (34)	10% (17)	8% (13)	2% (4)	44% (71)	14% (22)	161
Employ: Other	23% (44)	20% (39)	10% (20)	3% (6)	31% (60)	12% (22)	191

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Table BRD8: *If a store pushed back their opening hours on Black Friday, and did not open on Thanksgiving Day for early shopping, would that make you more or less likely to visit that store or retailer on Black Friday weekend, or would it make no difference either way?*

Demographic	Much more likely to visit the store		Somewhat more likely to visit the store		Somewhat less likely to visit the store		Much less likely to visit the store		Makes no difference either way		Don't Know / No Opinion		Total N
Registered Voters	24%	(471)	24%	(475)	6%	(113)	2%	(41)	37%	(740)	8%	(161)	2000
Job Type: White-collar	24%	(176)	25%	(185)	5%	(33)	3%	(19)	36%	(265)	7%	(55)	734
Job Type: Blue-collar	23%	(199)	25%	(215)	5%	(41)	2%	(20)	38%	(329)	6%	(53)	857
Job Type: Don't Know	23%	(95)	18%	(74)	10%	(39)	—	(2)	36%	(146)	13%	(53)	409
Military HH: Yes	23%	(87)	26%	(102)	7%	(27)	2%	(7)	36%	(137)	6%	(24)	384
Military HH: No	24%	(383)	23%	(373)	5%	(86)	2%	(34)	37%	(603)	8%	(137)	1616
RD/WT: Right Direction	25%	(151)	27%	(164)	8%	(47)	2%	(9)	32%	(189)	6%	(39)	599
RD/WT: Wrong Track	23%	(320)	22%	(311)	5%	(66)	2%	(32)	39%	(551)	9%	(122)	1401
Obama Job: Approve	24%	(253)	26%	(269)	7%	(70)	2%	(23)	35%	(359)	6%	(60)	1035
Obama Job: Disapprove	23%	(205)	22%	(194)	5%	(42)	2%	(17)	39%	(344)	8%	(72)	874
#1 Issue: Economy	23%	(149)	24%	(157)	6%	(37)	2%	(11)	39%	(258)	7%	(47)	658
#1 Issue: Security	28%	(105)	21%	(78)	7%	(26)	1%	(3)	35%	(129)	8%	(31)	372
#1 Issue: Health Care	22%	(63)	29%	(81)	4%	(11)	3%	(7)	33%	(91)	10%	(27)	279
#1 Issue: Medicare / Social Security	18%	(38)	24%	(53)	6%	(14)	2%	(4)	43%	(93)	7%	(15)	217
#1 Issue: Women's Issues	30%	(43)	17%	(24)	7%	(9)	4%	(5)	37%	(53)	5%	(8)	143
#1 Issue: Education	24%	(32)	25%	(33)	8%	(11)	1%	(2)	37%	(49)	5%	(7)	134
#1 Issue: Energy	28%	(25)	29%	(26)	2%	(2)	5%	(4)	28%	(25)	8%	(7)	89
#1 Issue: Other	15%	(16)	21%	(23)	3%	(4)	4%	(4)	40%	(43)	17%	(19)	109
2014 Vote: Democrat	25%	(182)	27%	(193)	6%	(46)	2%	(12)	34%	(244)	7%	(49)	727
2014 Vote: Republican	26%	(139)	22%	(119)	4%	(19)	3%	(15)	37%	(199)	8%	(40)	532
2014 Vote: Other	17%	(10)	16%	(10)	3%	(2)	—	(0)	49%	(30)	15%	(9)	61
2014 Vote: Didn't Vote	20%	(137)	23%	(153)	7%	(46)	2%	(13)	39%	(265)	9%	(62)	676
2012 Vote: Barack Obama	25%	(204)	25%	(205)	6%	(53)	1%	(12)	36%	(292)	7%	(57)	822
2012 Vote: Mitt Romney	26%	(147)	24%	(136)	3%	(18)	2%	(13)	37%	(210)	7%	(41)	564
2012 Vote: Other	12%	(8)	26%	(19)	1%	(1)	2%	(1)	50%	(36)	10%	(7)	72
2012 Vote: Didn't Vote	21%	(111)	21%	(113)	8%	(42)	3%	(15)	37%	(201)	10%	(55)	538

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Table BRD8: *If a store pushed back their opening hours on Black Friday, and did not open on Thanksgiving Day for early shopping, would that make you more or less likely to visit that store or retailer on Black Friday weekend, or would it make no difference either way?*

Demographic	Much more likely to visit the store		Somewhat more likely to visit the store		Somewhat less likely to visit the store		Much less likely to visit the store		Makes no difference either way		Don't Know / No Opinion		Total N
Registered Voters	24%	(471)	24%	(475)	6%	(113)	2%	(41)	37%	(740)	8%	(161)	2000
4-Region: Northeast	25%	(93)	27%	(98)	4%	(13)	1%	(5)	36%	(132)	7%	(25)	365
4-Region: Midwest	25%	(108)	23%	(100)	6%	(26)	2%	(10)	35%	(149)	9%	(38)	430
4-Region: South	21%	(159)	25%	(184)	5%	(38)	2%	(12)	39%	(291)	8%	(57)	740
4-Region: West	24%	(111)	20%	(93)	8%	(36)	3%	(14)	36%	(169)	9%	(41)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD9_1: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
More entertaining

Demographic	Best describes Black		Best describes Cyber		Don't Know / No		Total N
	Friday		Monday		Opinion		
Registered Voters	41%	(826)	21%	(426)	37%	(749)	2000
Gender: Male	39%	(379)	23%	(222)	38%	(362)	963
Gender: Female	43%	(447)	20%	(204)	37%	(386)	1037
Age: 18-29	55%	(230)	25%	(106)	20%	(81)	418
Age: 30-44	48%	(253)	24%	(128)	27%	(142)	523
Age: 45-54	44%	(179)	20%	(82)	36%	(148)	409
Age: 55-64	31%	(88)	18%	(51)	52%	(149)	289
Age: 65+	21%	(75)	16%	(59)	63%	(228)	361
PID: Dem (no lean)	43%	(315)	24%	(176)	32%	(234)	724
PID: Ind (no lean)	38%	(254)	18%	(123)	44%	(292)	669
PID: Rep (no lean)	42%	(257)	21%	(126)	37%	(223)	607
PID/Gender: Dem Men	41%	(144)	27%	(96)	32%	(111)	351
PID/Gender: Dem Women	46%	(170)	22%	(80)	33%	(123)	374
PID/Gender: Ind Men	37%	(119)	18%	(60)	45%	(146)	324
PID/Gender: Ind Women	39%	(135)	18%	(63)	42%	(146)	345
PID/Gender: Rep Men	40%	(115)	23%	(67)	37%	(106)	288
PID/Gender: Rep Women	45%	(142)	19%	(60)	37%	(117)	319
Tea Party: Supporter	46%	(261)	23%	(128)	31%	(174)	564
Tea Party: Not Supporter	40%	(563)	21%	(294)	40%	(566)	1422
Ideo: Liberal (1-3)	46%	(326)	24%	(171)	29%	(205)	703
Ideo: Moderate (4)	39%	(158)	23%	(93)	39%	(159)	410
Ideo: Conservative (5-7)	39%	(265)	20%	(134)	41%	(282)	681
Educ: < College	42%	(542)	19%	(252)	39%	(513)	1307
Educ: Bachelors degree	45%	(165)	23%	(86)	32%	(118)	369
Educ: Post-grad	37%	(119)	27%	(88)	36%	(118)	324
Income: Under 50k	40%	(433)	20%	(216)	40%	(439)	1088
Income: 50k-100k	44%	(283)	23%	(150)	33%	(214)	647
Income: 100k+	41%	(110)	22%	(59)	36%	(96)	265

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Table BRD9_1: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
More entertaining

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	41%	(826)	21%	(426)	37%	(749)	2000
Ethnicity: White	40%	(641)	20%	(319)	40%	(630)	1591
Ethnicity: Hispanic	54%	(161)	25%	(74)	22%	(64)	299
Ethnicity: Afr. Am.	49%	(119)	23%	(56)	28%	(69)	244
Ethnicity: Other	40%	(66)	30%	(50)	30%	(49)	165
Relig: Protestant	35%	(177)	21%	(108)	43%	(216)	500
Relig: Roman Catholic	43%	(182)	24%	(104)	33%	(140)	426
Relig: Ath./Agn./None	38%	(195)	22%	(112)	41%	(209)	516
Relig: Something Else	50%	(157)	19%	(59)	31%	(99)	315
Relig: Jewish	40%	(20)	22%	(11)	38%	(19)	51
Relig: Evangelical	44%	(275)	22%	(135)	35%	(216)	626
Relig: Non-Evang. Catholics	37%	(198)	22%	(119)	41%	(220)	537
Relig: All Christian	41%	(473)	22%	(254)	37%	(436)	1163
Relig: All Non-Christian	42%	(351)	21%	(172)	37%	(308)	831
Community: Urban	45%	(250)	25%	(136)	30%	(169)	555
Community: Suburban	38%	(345)	23%	(204)	39%	(348)	898
Community: Rural	42%	(231)	16%	(85)	42%	(232)	547
Employ: Private Sector	49%	(316)	22%	(141)	29%	(188)	645
Employ: Government	46%	(69)	28%	(42)	26%	(39)	150
Employ: Self-Employed	44%	(74)	24%	(40)	33%	(55)	169
Employ: Homemaker	45%	(79)	25%	(45)	30%	(54)	178
Employ: Student	62%	(66)	22%	(23)	16%	(18)	106
Employ: Retired	22%	(88)	16%	(65)	62%	(247)	399
Employ: Unemployed	32%	(51)	24%	(38)	45%	(72)	161
Employ: Other	43%	(82)	17%	(32)	40%	(77)	191
Job Type: White-collar	41%	(298)	24%	(174)	36%	(262)	734
Job Type: Blue-collar	43%	(365)	21%	(179)	36%	(313)	857
Job Type: Don't Know	40%	(163)	18%	(72)	43%	(174)	409
Military HH: Yes	36%	(138)	22%	(83)	42%	(162)	384
Military HH: No	43%	(687)	21%	(342)	36%	(586)	1616

Continued on next page

Table BRD9_1: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
More entertaining

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	41%	(826)	21%	(426)	37%	(749)	2000
RD/WT: Right Direction	46%	(276)	23%	(137)	31%	(186)	599
RD/WT: Wrong Track	39%	(550)	21%	(288)	40%	(562)	1401
Obama Job: Approve	44%	(459)	24%	(247)	32%	(329)	1035
Obama Job: Disapprove	38%	(332)	19%	(168)	43%	(375)	874
#1 Issue: Economy	44%	(291)	22%	(142)	34%	(224)	658
#1 Issue: Security	39%	(145)	19%	(72)	42%	(155)	372
#1 Issue: Health Care	46%	(128)	23%	(64)	32%	(88)	279
#1 Issue: Medicare / Social Security	30%	(65)	17%	(37)	53%	(114)	217
#1 Issue: Women's Issues	48%	(69)	22%	(31)	30%	(43)	143
#1 Issue: Education	51%	(68)	27%	(35)	22%	(30)	134
#1 Issue: Energy	36%	(32)	30%	(27)	34%	(31)	89
#1 Issue: Other	26%	(28)	16%	(18)	58%	(63)	109
2014 Vote: Democrat	43%	(314)	23%	(168)	34%	(245)	727
2014 Vote: Republican	39%	(209)	18%	(94)	43%	(230)	532
2014 Vote: Other	34%	(21)	24%	(15)	43%	(26)	61
2014 Vote: Didn't Vote	41%	(280)	22%	(149)	36%	(246)	676
2012 Vote: Barack Obama	42%	(347)	24%	(196)	34%	(278)	822
2012 Vote: Mitt Romney	38%	(215)	18%	(103)	44%	(246)	564
2012 Vote: Other	27%	(19)	18%	(13)	55%	(40)	72
2012 Vote: Didn't Vote	45%	(244)	21%	(113)	34%	(181)	538
4-Region: Northeast	38%	(138)	22%	(81)	40%	(146)	365
4-Region: Midwest	45%	(195)	20%	(88)	34%	(147)	430
4-Region: South	44%	(325)	19%	(143)	37%	(272)	740
4-Region: West	36%	(167)	24%	(114)	39%	(183)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD9_2: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
 Has the best deals

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	41%	(814)	31%	(622)	28%	(563)	2000
Gender: Male	39%	(380)	33%	(317)	28%	(266)	963
Gender: Female	42%	(435)	29%	(306)	29%	(297)	1037
Age: 18-29	44%	(183)	37%	(153)	19%	(81)	418
Age: 30-44	47%	(244)	33%	(174)	20%	(105)	523
Age: 45-54	41%	(168)	31%	(125)	28%	(116)	409
Age: 55-64	38%	(110)	27%	(77)	35%	(102)	289
Age: 65+	30%	(109)	26%	(93)	44%	(159)	361
PID: Dem (no lean)	44%	(320)	31%	(227)	24%	(177)	724
PID: Ind (no lean)	37%	(250)	31%	(206)	32%	(213)	669
PID: Rep (no lean)	40%	(243)	31%	(190)	29%	(173)	607
PID/Gender: Dem Men	45%	(159)	32%	(111)	23%	(81)	351
PID/Gender: Dem Women	43%	(161)	31%	(116)	26%	(97)	374
PID/Gender: Ind Men	34%	(111)	33%	(108)	32%	(104)	324
PID/Gender: Ind Women	40%	(139)	28%	(97)	31%	(109)	345
PID/Gender: Rep Men	38%	(109)	34%	(97)	28%	(81)	288
PID/Gender: Rep Women	42%	(134)	29%	(93)	29%	(92)	319
Tea Party: Supporter	46%	(259)	32%	(178)	23%	(127)	564
Tea Party: Not Supporter	39%	(551)	31%	(440)	30%	(432)	1422
Ideo: Liberal (1-3)	41%	(289)	35%	(249)	24%	(165)	703
Ideo: Moderate (4)	42%	(173)	32%	(133)	25%	(104)	410
Ideo: Conservative (5-7)	39%	(268)	30%	(205)	30%	(207)	681
Educ: < College	43%	(559)	28%	(370)	29%	(378)	1307
Educ: Bachelors degree	37%	(135)	39%	(144)	24%	(90)	369
Educ: Post-grad	37%	(120)	34%	(109)	30%	(96)	324
Income: Under 50k	41%	(444)	29%	(311)	31%	(333)	1088
Income: 50k-100k	42%	(275)	33%	(213)	25%	(159)	647
Income: 100k+	36%	(96)	37%	(98)	27%	(71)	265

Continued on next page

Table BRD9_2: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
Has the best deals

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	41%	(814)	31%	(622)	28%	(563)	2000
Ethnicity: White	39%	(619)	31%	(498)	30%	(473)	1591
Ethnicity: Hispanic	47%	(141)	34%	(101)	19%	(57)	299
Ethnicity: Afr. Am.	47%	(114)	30%	(74)	23%	(56)	244
Ethnicity: Other	49%	(81)	31%	(51)	20%	(34)	165
Relig: Protestant	41%	(205)	30%	(148)	29%	(147)	500
Relig: Roman Catholic	42%	(178)	34%	(146)	24%	(102)	426
Relig: Ath./Agn./None	33%	(170)	34%	(178)	33%	(168)	516
Relig: Something Else	43%	(137)	31%	(98)	25%	(80)	315
Relig: Jewish	44%	(22)	32%	(16)	23%	(12)	51
Relig: Evangelical	46%	(291)	28%	(178)	25%	(157)	626
Relig: Non-Evang. Catholics	40%	(216)	31%	(168)	28%	(153)	537
Relig: All Christian	44%	(507)	30%	(346)	27%	(310)	1163
Relig: All Non-Christian	37%	(306)	33%	(276)	30%	(248)	831
Community: Urban	45%	(248)	32%	(176)	23%	(130)	555
Community: Suburban	37%	(335)	33%	(296)	30%	(267)	898
Community: Rural	42%	(231)	27%	(150)	30%	(166)	547
Employ: Private Sector	44%	(286)	36%	(229)	20%	(130)	645
Employ: Government	40%	(60)	42%	(62)	18%	(27)	150
Employ: Self-Employed	44%	(75)	32%	(53)	24%	(41)	169
Employ: Homemaker	44%	(79)	31%	(55)	25%	(45)	178
Employ: Student	46%	(49)	35%	(37)	19%	(21)	106
Employ: Retired	31%	(126)	26%	(104)	43%	(170)	399
Employ: Unemployed	38%	(62)	24%	(38)	38%	(61)	161
Employ: Other	41%	(78)	23%	(44)	36%	(69)	191
Job Type: White-collar	38%	(278)	35%	(255)	27%	(202)	734
Job Type: Blue-collar	41%	(348)	32%	(275)	27%	(233)	857
Job Type: Don't Know	46%	(188)	23%	(92)	31%	(128)	409
Military HH: Yes	40%	(152)	31%	(120)	29%	(112)	384
Military HH: No	41%	(662)	31%	(503)	28%	(451)	1616

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Table BRD9_2: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
 Has the best deals

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	41%	(814)	31%	(622)	28%	(563)	2000
RD/WT: Right Direction	42%	(251)	35%	(207)	24%	(141)	599
RD/WT: Wrong Track	40%	(563)	30%	(416)	30%	(422)	1401
Obama Job: Approve	42%	(435)	34%	(347)	24%	(253)	1035
Obama Job: Disapprove	40%	(346)	29%	(257)	31%	(271)	874
#1 Issue: Economy	42%	(275)	31%	(204)	27%	(179)	658
#1 Issue: Security	44%	(163)	29%	(109)	27%	(100)	372
#1 Issue: Health Care	41%	(114)	33%	(91)	27%	(74)	279
#1 Issue: Medicare / Social Security	36%	(79)	28%	(60)	36%	(78)	217
#1 Issue: Women's Issues	47%	(67)	31%	(44)	22%	(32)	143
#1 Issue: Education	42%	(56)	38%	(51)	20%	(27)	134
#1 Issue: Energy	33%	(30)	42%	(38)	24%	(22)	89
#1 Issue: Other	29%	(31)	24%	(26)	47%	(51)	109
2014 Vote: Democrat	42%	(304)	34%	(247)	24%	(176)	727
2014 Vote: Republican	36%	(192)	33%	(176)	31%	(163)	532
2014 Vote: Other	26%	(16)	25%	(15)	49%	(30)	61
2014 Vote: Didn't Vote	44%	(300)	27%	(184)	28%	(192)	676
2012 Vote: Barack Obama	42%	(342)	34%	(280)	24%	(199)	822
2012 Vote: Mitt Romney	37%	(207)	32%	(181)	31%	(176)	564
2012 Vote: Other	25%	(18)	26%	(19)	49%	(36)	72
2012 Vote: Didn't Vote	46%	(245)	26%	(142)	28%	(150)	538
4-Region: Northeast	40%	(144)	34%	(123)	27%	(97)	365
4-Region: Midwest	47%	(201)	26%	(112)	27%	(118)	430
4-Region: South	39%	(291)	32%	(235)	29%	(214)	740
4-Region: West	38%	(178)	33%	(152)	29%	(135)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD9_3: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
Easier to get what I want

Demographic	Best describes Black		Best describes Cyber		Don't Know / No		Total N
	Friday		Monday		Opinion		
Registered Voters	18%	(369)	56%	(1111)	26%	(520)	2000
Gender: Male	21%	(201)	52%	(500)	27%	(262)	963
Gender: Female	16%	(168)	59%	(611)	25%	(258)	1037
Age: 18-29	25%	(105)	59%	(245)	16%	(68)	418
Age: 30-44	20%	(105)	64%	(334)	16%	(84)	523
Age: 45-54	17%	(69)	59%	(243)	24%	(98)	409
Age: 55-64	16%	(46)	49%	(142)	35%	(101)	289
Age: 65+	12%	(44)	41%	(147)	47%	(170)	361
PID: Dem (no lean)	22%	(162)	53%	(387)	24%	(176)	724
PID: Ind (no lean)	16%	(108)	55%	(365)	29%	(196)	669
PID: Rep (no lean)	16%	(99)	59%	(359)	24%	(148)	607
PID/Gender: Dem Men	26%	(92)	49%	(171)	25%	(89)	351
PID/Gender: Dem Women	19%	(70)	58%	(216)	23%	(87)	374
PID/Gender: Ind Men	18%	(59)	50%	(164)	31%	(102)	324
PID/Gender: Ind Women	14%	(49)	58%	(202)	27%	(95)	345
PID/Gender: Rep Men	17%	(50)	58%	(166)	25%	(72)	288
PID/Gender: Rep Women	15%	(49)	61%	(193)	24%	(77)	319
Tea Party: Supporter	26%	(144)	54%	(304)	21%	(116)	564
Tea Party: Not Supporter	16%	(223)	56%	(800)	28%	(399)	1422
Ideo: Liberal (1-3)	23%	(165)	56%	(397)	20%	(141)	703
Ideo: Moderate (4)	16%	(67)	59%	(240)	25%	(103)	410
Ideo: Conservative (5-7)	15%	(102)	57%	(388)	28%	(190)	681
Educ: < College	18%	(233)	53%	(698)	29%	(376)	1307
Educ: Bachelors degree	19%	(70)	63%	(232)	18%	(67)	369
Educ: Post-grad	20%	(66)	56%	(181)	24%	(78)	324
Income: Under 50k	19%	(202)	51%	(550)	31%	(336)	1088
Income: 50k-100k	18%	(117)	61%	(397)	21%	(134)	647
Income: 100k+	19%	(50)	62%	(164)	19%	(51)	265

Continued on next page

Table BRD9_3: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
 Easier to get what I want

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	18%	(369)	56%	(1111)	26%	(520)	2000
Ethnicity: White	17%	(265)	57%	(901)	27%	(425)	1591
Ethnicity: Hispanic	32%	(95)	52%	(154)	17%	(50)	299
Ethnicity: Afr. Am.	26%	(63)	49%	(120)	25%	(61)	244
Ethnicity: Other	25%	(41)	55%	(90)	21%	(34)	165
Relig: Protestant	18%	(88)	54%	(272)	28%	(140)	500
Relig: Roman Catholic	21%	(91)	58%	(247)	21%	(88)	426
Relig: Ath./Agn./None	14%	(74)	56%	(287)	30%	(154)	516
Relig: Something Else	21%	(67)	56%	(175)	23%	(73)	315
Relig: Jewish	24%	(12)	52%	(26)	24%	(12)	51
Relig: Evangelical	23%	(144)	52%	(328)	25%	(153)	626
Relig: Non-Evang. Catholics	15%	(81)	59%	(319)	25%	(137)	537
Relig: All Christian	19%	(225)	56%	(648)	25%	(290)	1163
Relig: All Non-Christian	17%	(142)	56%	(462)	27%	(227)	831
Community: Urban	26%	(143)	52%	(287)	22%	(125)	555
Community: Suburban	16%	(142)	59%	(526)	26%	(230)	898
Community: Rural	15%	(84)	54%	(298)	30%	(166)	547
Employ: Private Sector	20%	(127)	64%	(413)	16%	(105)	645
Employ: Government	16%	(24)	67%	(100)	17%	(26)	150
Employ: Self-Employed	21%	(36)	57%	(96)	22%	(37)	169
Employ: Homemaker	14%	(25)	64%	(114)	22%	(40)	178
Employ: Student	21%	(23)	69%	(73)	10%	(11)	106
Employ: Retired	13%	(52)	41%	(165)	46%	(182)	399
Employ: Unemployed	21%	(34)	42%	(68)	37%	(59)	161
Employ: Other	25%	(48)	43%	(82)	32%	(61)	191
Job Type: White-collar	21%	(155)	56%	(414)	22%	(165)	734
Job Type: Blue-collar	15%	(130)	60%	(513)	25%	(215)	857
Job Type: Don't Know	20%	(83)	45%	(185)	34%	(140)	409
Military HH: Yes	18%	(71)	51%	(195)	31%	(118)	384
Military HH: No	18%	(298)	57%	(916)	25%	(403)	1616

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Table BRD9_3: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
Easier to get what I want

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	18%	(369)	56%	(1111)	26%	(520)	2000
RD/WT: Right Direction	27%	(163)	51%	(304)	22%	(132)	599
RD/WT: Wrong Track	15%	(205)	58%	(807)	28%	(388)	1401
Obama Job: Approve	23%	(234)	55%	(572)	22%	(229)	1035
Obama Job: Disapprove	14%	(118)	57%	(501)	29%	(255)	874
#1 Issue: Economy	17%	(109)	61%	(401)	23%	(148)	658
#1 Issue: Security	18%	(65)	55%	(205)	27%	(102)	372
#1 Issue: Health Care	19%	(52)	58%	(162)	23%	(66)	279
#1 Issue: Medicare / Social Security	20%	(44)	42%	(91)	38%	(82)	217
#1 Issue: Women's Issues	26%	(37)	54%	(78)	20%	(29)	143
#1 Issue: Education	23%	(31)	58%	(78)	19%	(25)	134
#1 Issue: Energy	16%	(15)	60%	(54)	24%	(21)	89
#1 Issue: Other	15%	(17)	40%	(43)	45%	(49)	109
2014 Vote: Democrat	23%	(165)	54%	(390)	24%	(172)	727
2014 Vote: Republican	14%	(75)	58%	(308)	28%	(148)	532
2014 Vote: Other	7%	(4)	51%	(31)	42%	(26)	61
2014 Vote: Didn't Vote	18%	(122)	56%	(381)	25%	(172)	676
2012 Vote: Barack Obama	22%	(182)	55%	(453)	23%	(187)	822
2012 Vote: Mitt Romney	13%	(74)	58%	(325)	29%	(164)	564
2012 Vote: Other	14%	(10)	44%	(32)	42%	(30)	72
2012 Vote: Didn't Vote	19%	(101)	56%	(300)	25%	(137)	538
4-Region: Northeast	20%	(74)	55%	(201)	25%	(90)	365
4-Region: Midwest	18%	(79)	56%	(243)	25%	(109)	430
4-Region: South	17%	(125)	56%	(418)	27%	(197)	740
4-Region: West	20%	(91)	54%	(250)	27%	(124)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD9_4: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
 Fastest way to get a lot of holiday shopping done

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	24%	(471)	53%	(1060)	23%	(469)	2000
Gender: Male	25%	(243)	49%	(471)	26%	(248)	963
Gender: Female	22%	(228)	57%	(589)	21%	(221)	1037
Age: 18-29	31%	(129)	52%	(219)	17%	(69)	418
Age: 30-44	24%	(126)	61%	(322)	14%	(75)	523
Age: 45-54	23%	(92)	59%	(241)	19%	(76)	409
Age: 55-64	22%	(64)	46%	(133)	32%	(91)	289
Age: 65+	16%	(59)	40%	(145)	44%	(157)	361
PID: Dem (no lean)	27%	(196)	51%	(373)	21%	(156)	724
PID: Ind (no lean)	22%	(145)	53%	(353)	26%	(171)	669
PID: Rep (no lean)	21%	(130)	55%	(335)	23%	(142)	607
PID/Gender: Dem Men	32%	(111)	46%	(161)	23%	(79)	351
PID/Gender: Dem Women	23%	(86)	57%	(212)	20%	(76)	374
PID/Gender: Ind Men	20%	(66)	50%	(163)	30%	(96)	324
PID/Gender: Ind Women	23%	(79)	55%	(190)	22%	(76)	345
PID/Gender: Rep Men	23%	(67)	51%	(148)	25%	(73)	288
PID/Gender: Rep Women	20%	(63)	59%	(187)	22%	(69)	319
Tea Party: Supporter	27%	(153)	52%	(295)	21%	(116)	564
Tea Party: Not Supporter	22%	(316)	53%	(759)	24%	(348)	1422
Ideo: Liberal (1-3)	28%	(194)	54%	(378)	19%	(131)	703
Ideo: Moderate (4)	22%	(92)	57%	(234)	20%	(83)	410
Ideo: Conservative (5-7)	20%	(134)	54%	(364)	27%	(182)	681
Educ: < College	24%	(318)	50%	(652)	26%	(336)	1307
Educ: Bachelors degree	19%	(71)	67%	(246)	14%	(52)	369
Educ: Post-grad	25%	(81)	50%	(162)	25%	(81)	324
Income: Under 50k	26%	(282)	47%	(514)	27%	(292)	1088
Income: 50k-100k	21%	(136)	59%	(380)	20%	(131)	647
Income: 100k+	20%	(53)	63%	(166)	17%	(46)	265

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Table BRD9_4: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
Fastest way to get a lot of holiday shopping done

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	24%	(471)	53%	(1060)	23%	(469)	2000
Ethnicity: White	22%	(345)	54%	(860)	24%	(385)	1591
Ethnicity: Hispanic	34%	(102)	54%	(160)	12%	(37)	299
Ethnicity: Afr. Am.	30%	(74)	48%	(117)	22%	(52)	244
Ethnicity: Other	31%	(51)	50%	(83)	19%	(31)	165
Relig: Protestant	21%	(106)	53%	(264)	26%	(130)	500
Relig: Roman Catholic	25%	(107)	58%	(247)	17%	(72)	426
Relig: Ath./Agn./None	19%	(96)	54%	(278)	28%	(142)	516
Relig: Something Else	27%	(84)	51%	(159)	23%	(71)	315
Relig: Jewish	35%	(18)	42%	(21)	23%	(12)	51
Relig: Evangelical	29%	(183)	49%	(306)	22%	(137)	626
Relig: Non-Evang. Catholics	20%	(106)	58%	(314)	22%	(117)	537
Relig: All Christian	25%	(289)	53%	(620)	22%	(254)	1163
Relig: All Non-Christian	22%	(181)	53%	(437)	26%	(213)	831
Community: Urban	30%	(166)	51%	(280)	20%	(109)	555
Community: Suburban	20%	(182)	56%	(506)	23%	(210)	898
Community: Rural	23%	(123)	50%	(274)	27%	(150)	547
Employ: Private Sector	24%	(158)	60%	(388)	15%	(99)	645
Employ: Government	26%	(39)	58%	(88)	15%	(23)	150
Employ: Self-Employed	22%	(38)	58%	(98)	20%	(33)	169
Employ: Homemaker	19%	(34)	62%	(110)	19%	(34)	178
Employ: Student	30%	(32)	59%	(63)	11%	(12)	106
Employ: Retired	18%	(70)	42%	(167)	41%	(163)	399
Employ: Unemployed	27%	(44)	39%	(63)	34%	(55)	161
Employ: Other	29%	(56)	44%	(84)	26%	(51)	191
Job Type: White-collar	23%	(169)	57%	(415)	20%	(150)	734
Job Type: Blue-collar	22%	(193)	54%	(465)	23%	(200)	857
Job Type: Don't Know	27%	(109)	44%	(180)	29%	(119)	409
Military HH: Yes	23%	(90)	49%	(186)	28%	(108)	384
Military HH: No	24%	(381)	54%	(874)	22%	(361)	1616

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Table BRD9_4: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
 Fastest way to get a lot of holiday shopping done

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	24%	(471)	53%	(1060)	23%	(469)	2000
RD/WT: Right Direction	30%	(181)	50%	(301)	20%	(118)	599
RD/WT: Wrong Track	21%	(290)	54%	(760)	25%	(351)	1401
Obama Job: Approve	26%	(271)	54%	(555)	20%	(209)	1035
Obama Job: Disapprove	21%	(183)	53%	(466)	26%	(225)	874
#1 Issue: Economy	23%	(148)	57%	(378)	20%	(132)	658
#1 Issue: Security	24%	(89)	53%	(196)	23%	(87)	372
#1 Issue: Health Care	28%	(77)	51%	(143)	21%	(59)	279
#1 Issue: Medicare / Social Security	23%	(51)	42%	(91)	35%	(75)	217
#1 Issue: Women's Issues	27%	(39)	57%	(81)	16%	(23)	143
#1 Issue: Education	20%	(27)	62%	(82)	18%	(24)	134
#1 Issue: Energy	22%	(20)	54%	(49)	23%	(21)	89
#1 Issue: Other	17%	(19)	38%	(42)	44%	(48)	109
2014 Vote: Democrat	27%	(193)	52%	(375)	22%	(159)	727
2014 Vote: Republican	18%	(95)	57%	(302)	25%	(135)	532
2014 Vote: Other	17%	(10)	50%	(31)	34%	(21)	61
2014 Vote: Didn't Vote	25%	(172)	52%	(351)	23%	(153)	676
2012 Vote: Barack Obama	26%	(213)	53%	(433)	21%	(175)	822
2012 Vote: Mitt Romney	19%	(106)	55%	(309)	26%	(149)	564
2012 Vote: Other	12%	(8)	56%	(41)	32%	(23)	72
2012 Vote: Didn't Vote	26%	(142)	51%	(276)	22%	(120)	538
4-Region: Northeast	26%	(93)	55%	(202)	19%	(70)	365
4-Region: Midwest	24%	(102)	52%	(223)	24%	(105)	430
4-Region: South	23%	(172)	53%	(391)	24%	(177)	740
4-Region: West	22%	(104)	53%	(244)	25%	(116)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD9_5: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
More enjoyable

Demographic	Best describes Black		Best describes Cyber		Don't Know / No		Total N
	Friday		Monday		Opinion		
Registered Voters	24%	(473)	48%	(953)	29%	(574)	2000
Gender: Male	26%	(253)	43%	(415)	31%	(295)	963
Gender: Female	21%	(221)	52%	(538)	27%	(279)	1037
Age: 18-29	34%	(140)	50%	(209)	16%	(68)	418
Age: 30-44	27%	(141)	56%	(293)	17%	(89)	523
Age: 45-54	25%	(101)	47%	(193)	28%	(115)	409
Age: 55-64	19%	(54)	43%	(123)	39%	(112)	289
Age: 65+	10%	(37)	37%	(134)	53%	(190)	361
PID: Dem (no lean)	28%	(201)	47%	(339)	25%	(184)	724
PID: Ind (no lean)	21%	(144)	46%	(310)	32%	(216)	669
PID: Rep (no lean)	21%	(129)	50%	(304)	29%	(174)	607
PID/Gender: Dem Men	34%	(118)	43%	(150)	24%	(83)	351
PID/Gender: Dem Women	22%	(83)	51%	(190)	27%	(102)	374
PID/Gender: Ind Men	22%	(70)	41%	(134)	37%	(120)	324
PID/Gender: Ind Women	21%	(73)	51%	(176)	28%	(95)	345
PID/Gender: Rep Men	22%	(64)	46%	(132)	32%	(92)	288
PID/Gender: Rep Women	20%	(65)	54%	(172)	26%	(82)	319
Tea Party: Supporter	30%	(166)	47%	(266)	23%	(131)	564
Tea Party: Not Supporter	22%	(306)	48%	(680)	31%	(436)	1422
Ideo: Liberal (1-3)	28%	(195)	50%	(353)	22%	(155)	703
Ideo: Moderate (4)	21%	(87)	51%	(210)	27%	(112)	410
Ideo: Conservative (5-7)	20%	(138)	47%	(322)	32%	(220)	681
Educ: < College	24%	(311)	45%	(590)	31%	(406)	1307
Educ: Bachelors degree	25%	(92)	55%	(201)	20%	(75)	369
Educ: Post-grad	22%	(70)	50%	(162)	29%	(93)	324
Income: Under 50k	24%	(265)	44%	(474)	32%	(349)	1088
Income: 50k-100k	24%	(156)	52%	(335)	24%	(157)	647
Income: 100k+	20%	(53)	54%	(144)	26%	(68)	265

Continued on next page

Table BRD9_5: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
 More enjoyable

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	24%	(473)	48%	(953)	29%	(574)	2000
Ethnicity: White	21%	(333)	49%	(775)	30%	(482)	1591
Ethnicity: Hispanic	39%	(116)	44%	(131)	17%	(52)	299
Ethnicity: Afr. Am.	33%	(82)	44%	(107)	23%	(55)	244
Ethnicity: Other	35%	(58)	43%	(71)	22%	(36)	165
Relig: Protestant	19%	(97)	48%	(241)	32%	(162)	500
Relig: Roman Catholic	28%	(119)	51%	(216)	21%	(90)	426
Relig: Ath./Agn./None	20%	(105)	48%	(249)	31%	(163)	516
Relig: Something Else	27%	(84)	45%	(142)	28%	(89)	315
Relig: Jewish	26%	(13)	46%	(23)	28%	(14)	51
Relig: Evangelical	27%	(172)	47%	(294)	26%	(160)	626
Relig: Non-Evang. Catholics	21%	(111)	50%	(268)	29%	(158)	537
Relig: All Christian	24%	(283)	48%	(562)	27%	(318)	1163
Relig: All Non-Christian	23%	(189)	47%	(390)	30%	(251)	831
Community: Urban	30%	(164)	46%	(255)	25%	(136)	555
Community: Suburban	21%	(186)	50%	(450)	29%	(262)	898
Community: Rural	23%	(124)	45%	(248)	32%	(176)	547
Employ: Private Sector	28%	(183)	53%	(341)	19%	(121)	645
Employ: Government	27%	(40)	54%	(81)	19%	(28)	150
Employ: Self-Employed	28%	(48)	46%	(79)	25%	(43)	169
Employ: Homemaker	18%	(33)	58%	(103)	24%	(42)	178
Employ: Student	34%	(37)	54%	(58)	11%	(12)	106
Employ: Retired	12%	(47)	38%	(150)	51%	(202)	399
Employ: Unemployed	23%	(37)	37%	(60)	40%	(64)	161
Employ: Other	25%	(48)	42%	(80)	33%	(62)	191
Job Type: White-collar	23%	(171)	51%	(377)	25%	(187)	734
Job Type: Blue-collar	21%	(183)	50%	(432)	28%	(242)	857
Job Type: Don't Know	29%	(119)	35%	(144)	35%	(145)	409
Military HH: Yes	21%	(80)	45%	(172)	34%	(132)	384
Military HH: No	24%	(394)	48%	(781)	27%	(442)	1616

Continued on next page

Table BRD9_5: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
More enjoyable

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	24%	(473)	48%	(953)	29%	(574)	2000
RD/WT: Right Direction	31%	(185)	46%	(274)	23%	(140)	599
RD/WT: Wrong Track	21%	(288)	48%	(679)	31%	(433)	1401
Obama Job: Approve	28%	(287)	49%	(504)	24%	(244)	1035
Obama Job: Disapprove	19%	(164)	48%	(418)	33%	(292)	874
#1 Issue: Economy	22%	(147)	53%	(346)	25%	(165)	658
#1 Issue: Security	22%	(83)	46%	(170)	32%	(119)	372
#1 Issue: Health Care	26%	(73)	50%	(139)	24%	(67)	279
#1 Issue: Medicare / Social Security	22%	(47)	37%	(81)	41%	(89)	217
#1 Issue: Women's Issues	31%	(44)	48%	(69)	21%	(30)	143
#1 Issue: Education	29%	(39)	53%	(71)	18%	(24)	134
#1 Issue: Energy	23%	(20)	51%	(45)	27%	(24)	89
#1 Issue: Other	18%	(20)	29%	(32)	52%	(57)	109
2014 Vote: Democrat	26%	(189)	48%	(350)	26%	(188)	727
2014 Vote: Republican	18%	(95)	50%	(268)	32%	(169)	532
2014 Vote: Other	12%	(8)	45%	(28)	42%	(26)	61
2014 Vote: Didn't Vote	27%	(180)	46%	(308)	28%	(188)	676
2012 Vote: Barack Obama	27%	(219)	49%	(403)	24%	(199)	822
2012 Vote: Mitt Romney	16%	(91)	51%	(285)	33%	(188)	564
2012 Vote: Other	11%	(8)	45%	(33)	43%	(31)	72
2012 Vote: Didn't Vote	29%	(154)	43%	(231)	28%	(152)	538
4-Region: Northeast	26%	(94)	46%	(168)	28%	(103)	365
4-Region: Midwest	24%	(105)	46%	(196)	30%	(129)	430
4-Region: South	23%	(168)	49%	(365)	28%	(208)	740
4-Region: West	23%	(106)	48%	(224)	29%	(134)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD9_6: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
 Interferes with my holiday routine

Demographic	Best describes Black		Best describes Cyber		Don't Know / No		Total N
	Friday		Monday		Opinion		
Registered Voters	46%	(911)	9%	(183)	45%	(906)	2000
Gender: Male	46%	(443)	12%	(114)	42%	(407)	963
Gender: Female	45%	(469)	7%	(69)	48%	(499)	1037
Age: 18-29	54%	(226)	15%	(61)	31%	(130)	418
Age: 30-44	53%	(279)	12%	(60)	35%	(184)	523
Age: 45-54	41%	(167)	5%	(23)	54%	(220)	409
Age: 55-64	38%	(111)	6%	(16)	56%	(162)	289
Age: 65+	36%	(129)	6%	(23)	58%	(210)	361
PID: Dem (no lean)	47%	(342)	11%	(80)	42%	(303)	724
PID: Ind (no lean)	43%	(286)	9%	(58)	49%	(325)	669
PID: Rep (no lean)	47%	(283)	7%	(45)	46%	(278)	607
PID/Gender: Dem Men	46%	(160)	16%	(56)	38%	(135)	351
PID/Gender: Dem Women	49%	(182)	6%	(24)	45%	(168)	374
PID/Gender: Ind Men	43%	(138)	11%	(35)	47%	(152)	324
PID/Gender: Ind Women	43%	(148)	7%	(24)	50%	(173)	345
PID/Gender: Rep Men	50%	(145)	8%	(23)	42%	(120)	288
PID/Gender: Rep Women	43%	(138)	7%	(22)	50%	(159)	319
Tea Party: Supporter	50%	(280)	13%	(73)	37%	(211)	564
Tea Party: Not Supporter	44%	(625)	8%	(110)	48%	(688)	1422
Ideo: Liberal (1-3)	50%	(353)	12%	(84)	38%	(266)	703
Ideo: Moderate (4)	43%	(177)	9%	(38)	47%	(194)	410
Ideo: Conservative (5-7)	46%	(314)	7%	(48)	47%	(319)	681
Educ: < College	44%	(570)	9%	(116)	48%	(621)	1307
Educ: Bachelors degree	51%	(187)	9%	(35)	40%	(147)	369
Educ: Post-grad	48%	(154)	10%	(32)	43%	(138)	324
Income: Under 50k	43%	(465)	10%	(109)	47%	(514)	1088
Income: 50k-100k	48%	(311)	7%	(48)	44%	(287)	647
Income: 100k+	51%	(135)	10%	(26)	40%	(105)	265

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Table BRD9_6: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
Interferes with my holiday routine

Demographic	Best describes Black		Best describes Cyber		Don't Know / No		Total N
	Friday		Monday		Opinion		
Registered Voters	46%	(911)	9%	(183)	45%	(906)	2000
Ethnicity: White	46%	(734)	8%	(123)	46%	(734)	1591
Ethnicity: Hispanic	53%	(159)	16%	(47)	31%	(93)	299
Ethnicity: Afr. Am.	40%	(98)	15%	(36)	45%	(109)	244
Ethnicity: Other	48%	(79)	14%	(23)	38%	(63)	165
Relig: Protestant	43%	(215)	8%	(38)	49%	(247)	500
Relig: Roman Catholic	50%	(214)	12%	(50)	38%	(161)	426
Relig: Ath./Agn./None	46%	(236)	9%	(46)	45%	(234)	516
Relig: Something Else	47%	(148)	9%	(27)	44%	(139)	315
Relig: Jewish	41%	(21)	12%	(6)	47%	(24)	51
Relig: Evangelical	44%	(274)	10%	(63)	46%	(288)	626
Relig: Non-Evang. Catholics	47%	(253)	9%	(46)	44%	(238)	537
Relig: All Christian	45%	(527)	9%	(110)	45%	(526)	1163
Relig: All Non-Christian	46%	(384)	9%	(73)	45%	(373)	831
Community: Urban	49%	(271)	13%	(73)	38%	(211)	555
Community: Suburban	45%	(407)	7%	(63)	48%	(428)	898
Community: Rural	43%	(234)	9%	(47)	49%	(267)	547
Employ: Private Sector	51%	(326)	10%	(66)	39%	(253)	645
Employ: Government	54%	(80)	12%	(19)	34%	(51)	150
Employ: Self-Employed	48%	(81)	12%	(20)	40%	(68)	169
Employ: Homemaker	45%	(80)	4%	(7)	51%	(91)	178
Employ: Student	59%	(62)	14%	(15)	28%	(29)	106
Employ: Retired	37%	(146)	6%	(23)	58%	(230)	399
Employ: Unemployed	36%	(57)	7%	(11)	57%	(92)	161
Employ: Other	41%	(78)	12%	(22)	48%	(91)	191
Job Type: White-collar	48%	(352)	10%	(75)	42%	(307)	734
Job Type: Blue-collar	48%	(414)	7%	(64)	44%	(379)	857
Job Type: Don't Know	35%	(145)	11%	(43)	54%	(221)	409
Military HH: Yes	46%	(175)	13%	(48)	42%	(161)	384
Military HH: No	46%	(737)	8%	(134)	46%	(745)	1616

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Table BRD9_6: For each of the following, please indicate if you think the word or term describes Black Friday or Cyber Monday better
 Interferes with my holiday routine

Demographic	Best describes Black Friday		Best describes Cyber Monday		Don't Know / No Opinion		Total N
Registered Voters	46%	(911)	9%	(183)	45%	(906)	2000
RD/WT: Right Direction	46%	(275)	14%	(86)	40%	(238)	599
RD/WT: Wrong Track	45%	(637)	7%	(97)	48%	(667)	1401
Obama Job: Approve	48%	(501)	11%	(118)	40%	(416)	1035
Obama Job: Disapprove	43%	(379)	7%	(58)	50%	(438)	874
#1 Issue: Economy	49%	(322)	7%	(45)	44%	(291)	658
#1 Issue: Security	43%	(160)	9%	(35)	47%	(176)	372
#1 Issue: Health Care	46%	(128)	10%	(28)	44%	(124)	279
#1 Issue: Medicare / Social Security	37%	(80)	11%	(25)	52%	(112)	217
#1 Issue: Women's Issues	55%	(78)	9%	(12)	37%	(53)	143
#1 Issue: Education	48%	(64)	16%	(22)	36%	(48)	134
#1 Issue: Energy	45%	(40)	13%	(12)	42%	(37)	89
#1 Issue: Other	36%	(39)	4%	(4)	60%	(65)	109
2014 Vote: Democrat	48%	(345)	11%	(81)	41%	(300)	727
2014 Vote: Republican	48%	(255)	4%	(24)	48%	(253)	532
2014 Vote: Other	37%	(23)	10%	(6)	53%	(32)	61
2014 Vote: Didn't Vote	43%	(287)	10%	(71)	47%	(318)	676
2012 Vote: Barack Obama	48%	(397)	11%	(93)	40%	(332)	822
2012 Vote: Mitt Romney	47%	(265)	4%	(25)	49%	(274)	564
2012 Vote: Other	36%	(26)	5%	(4)	58%	(42)	72
2012 Vote: Didn't Vote	41%	(223)	11%	(60)	47%	(255)	538
4-Region: Northeast	43%	(156)	12%	(44)	45%	(165)	365
4-Region: Midwest	46%	(199)	8%	(33)	46%	(198)	430
4-Region: South	45%	(330)	9%	(69)	46%	(341)	740
4-Region: West	49%	(226)	8%	(37)	44%	(202)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table BRD10_1: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Laptops**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	10%	(197)	15%	(292)	23%	(467)	42%	(847)	10%	(197)	2000
Gender: Male	15%	(142)	16%	(158)	24%	(234)	36%	(344)	9%	(85)	963
Gender: Female	5%	(55)	13%	(134)	22%	(233)	48%	(503)	11%	(113)	1037
Age: 18-29	17%	(71)	19%	(81)	28%	(117)	29%	(122)	6%	(27)	418
Age: 30-44	13%	(69)	17%	(91)	25%	(131)	32%	(169)	12%	(64)	523
Age: 45-54	8%	(33)	16%	(66)	24%	(98)	42%	(171)	10%	(42)	409
Age: 55-64	6%	(18)	11%	(31)	20%	(57)	54%	(157)	9%	(26)	289
Age: 65+	2%	(7)	7%	(24)	18%	(64)	63%	(228)	11%	(39)	361
PID: Dem (no lean)	14%	(102)	16%	(118)	21%	(155)	39%	(282)	9%	(68)	724
PID: Ind (no lean)	7%	(48)	13%	(86)	24%	(160)	45%	(299)	11%	(76)	669
PID: Rep (no lean)	8%	(47)	14%	(88)	25%	(153)	44%	(266)	9%	(54)	607
PID/Gender: Dem Men	21%	(73)	18%	(65)	23%	(81)	30%	(104)	8%	(28)	351
PID/Gender: Dem Women	8%	(29)	14%	(54)	20%	(74)	48%	(178)	11%	(40)	374
PID/Gender: Ind Men	12%	(40)	14%	(44)	25%	(80)	39%	(126)	10%	(33)	324
PID/Gender: Ind Women	2%	(8)	12%	(42)	23%	(80)	50%	(173)	12%	(42)	345
PID/Gender: Rep Men	10%	(29)	17%	(49)	25%	(73)	39%	(114)	8%	(23)	288
PID/Gender: Rep Women	6%	(18)	12%	(39)	25%	(79)	48%	(152)	10%	(31)	319
Tea Party: Supporter	18%	(100)	16%	(90)	25%	(139)	35%	(197)	7%	(38)	564
Tea Party: Not Supporter	7%	(97)	14%	(200)	23%	(324)	45%	(645)	11%	(156)	1422
Ideo: Liberal (1-3)	14%	(97)	16%	(110)	24%	(170)	38%	(268)	8%	(58)	703
Ideo: Moderate (4)	7%	(28)	15%	(63)	24%	(97)	44%	(178)	11%	(43)	410
Ideo: Conservative (5-7)	8%	(52)	14%	(95)	23%	(157)	47%	(322)	8%	(55)	681
Educ: < College	9%	(120)	15%	(196)	24%	(312)	41%	(536)	11%	(143)	1307
Educ: Bachelors degree	9%	(33)	16%	(58)	21%	(76)	45%	(167)	9%	(35)	369
Educ: Post-grad	14%	(44)	12%	(38)	24%	(79)	44%	(143)	6%	(20)	324
Income: Under 50k	10%	(107)	14%	(157)	23%	(254)	40%	(440)	12%	(128)	1088
Income: 50k-100k	9%	(60)	14%	(89)	24%	(154)	45%	(291)	8%	(53)	647
Income: 100k+	11%	(30)	17%	(46)	22%	(59)	43%	(115)	6%	(15)	265

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**Table BRD10_1: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Laptops**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	10%	(197)	15%	(292)	23%	(467)	42%	(847)	10%	(197)	2000
Ethnicity: White	8%	(128)	13%	(209)	24%	(374)	46%	(729)	10%	(151)	1591
Ethnicity: Hispanic	22%	(65)	19%	(58)	23%	(69)	30%	(90)	6%	(17)	299
Ethnicity: Afr. Am.	19%	(47)	20%	(48)	20%	(49)	28%	(69)	13%	(31)	244
Ethnicity: Other	13%	(22)	21%	(35)	27%	(44)	30%	(49)	9%	(15)	165
Relig: Protestant	6%	(31)	9%	(47)	24%	(122)	52%	(258)	8%	(42)	500
Relig: Roman Catholic	14%	(61)	16%	(68)	22%	(96)	41%	(174)	6%	(27)	426
Relig: Ath./Agn./None	8%	(43)	17%	(90)	21%	(107)	41%	(211)	13%	(65)	516
Relig: Something Else	11%	(34)	17%	(54)	27%	(86)	35%	(111)	9%	(29)	315
Relig: Jewish	8%	(4)	19%	(9)	22%	(11)	42%	(21)	9%	(5)	51
Relig: Evangelical	13%	(78)	12%	(78)	24%	(147)	41%	(259)	10%	(63)	626
Relig: Non-Evang. Catholics	8%	(41)	13%	(69)	23%	(126)	49%	(265)	7%	(36)	537
Relig: All Christian	10%	(120)	13%	(147)	23%	(273)	45%	(524)	9%	(99)	1163
Relig: All Non-Christian	9%	(77)	17%	(144)	23%	(193)	39%	(323)	11%	(95)	831
Community: Urban	18%	(98)	17%	(93)	23%	(125)	35%	(193)	8%	(46)	555
Community: Suburban	7%	(66)	14%	(129)	22%	(201)	45%	(402)	11%	(99)	898
Community: Rural	6%	(33)	13%	(70)	26%	(141)	46%	(251)	10%	(52)	547
Employ: Private Sector	15%	(95)	15%	(98)	26%	(167)	37%	(240)	7%	(46)	645
Employ: Government	12%	(18)	17%	(26)	17%	(26)	43%	(65)	10%	(15)	150
Employ: Self-Employed	13%	(22)	19%	(33)	32%	(55)	31%	(52)	5%	(9)	169
Employ: Homemaker	2%	(3)	13%	(22)	29%	(52)	48%	(85)	9%	(15)	178
Employ: Student	19%	(20)	20%	(21)	28%	(30)	28%	(30)	5%	(6)	106
Employ: Retired	3%	(11)	7%	(28)	16%	(63)	63%	(250)	12%	(46)	399
Employ: Unemployed	6%	(10)	10%	(17)	27%	(44)	37%	(60)	19%	(30)	161
Employ: Other	9%	(17)	24%	(46)	16%	(31)	35%	(66)	16%	(31)	191
Job Type: White-collar	12%	(86)	15%	(108)	22%	(163)	44%	(326)	7%	(51)	734
Job Type: Blue-collar	8%	(72)	15%	(129)	23%	(201)	45%	(387)	8%	(69)	857
Job Type: Don't Know	10%	(39)	14%	(56)	25%	(103)	33%	(134)	19%	(77)	409
Military HH: Yes	13%	(50)	14%	(53)	21%	(81)	42%	(159)	11%	(41)	384
Military HH: No	9%	(147)	15%	(240)	24%	(386)	43%	(687)	10%	(156)	1616

Continued on next page

Table BRD10_1: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Laptops

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	10%	(197)	15%	(292)	23%	(467)	42%	(847)	10%	(197)	2000
RD/WT: Right Direction	18%	(111)	16%	(94)	21%	(128)	35%	(209)	10%	(59)	599
RD/WT: Wrong Track	6%	(86)	14%	(198)	24%	(339)	46%	(638)	10%	(139)	1401
Obama Job: Approve	14%	(145)	16%	(164)	24%	(252)	37%	(387)	8%	(88)	1035
Obama Job: Disapprove	5%	(44)	14%	(121)	22%	(192)	50%	(434)	10%	(84)	874
#1 Issue: Economy	8%	(50)	16%	(104)	24%	(160)	44%	(289)	8%	(54)	658
#1 Issue: Security	8%	(31)	19%	(71)	23%	(86)	41%	(151)	9%	(33)	372
#1 Issue: Health Care	13%	(36)	15%	(42)	22%	(60)	41%	(113)	10%	(28)	279
#1 Issue: Medicare / Social Security	7%	(15)	10%	(21)	16%	(34)	52%	(113)	15%	(34)	217
#1 Issue: Women's Issues	15%	(21)	11%	(16)	32%	(45)	36%	(51)	6%	(9)	143
#1 Issue: Education	16%	(22)	20%	(27)	27%	(36)	28%	(37)	9%	(12)	134
#1 Issue: Energy	19%	(17)	6%	(6)	20%	(18)	46%	(41)	9%	(8)	89
#1 Issue: Other	4%	(5)	5%	(5)	26%	(28)	47%	(51)	18%	(20)	109
2014 Vote: Democrat	13%	(95)	17%	(125)	23%	(164)	38%	(274)	10%	(70)	727
2014 Vote: Republican	6%	(33)	13%	(70)	24%	(129)	49%	(260)	8%	(40)	532
2014 Vote: Other	7%	(4)	9%	(6)	25%	(15)	40%	(24)	19%	(12)	61
2014 Vote: Didn't Vote	9%	(63)	14%	(92)	23%	(158)	43%	(288)	11%	(75)	676
2012 Vote: Barack Obama	14%	(111)	16%	(131)	22%	(183)	40%	(328)	8%	(68)	822
2012 Vote: Mitt Romney	6%	(35)	13%	(72)	24%	(133)	48%	(273)	9%	(51)	564
2012 Vote: Other	2%	(2)	11%	(8)	23%	(17)	49%	(36)	15%	(11)	72
2012 Vote: Didn't Vote	9%	(48)	15%	(81)	25%	(135)	39%	(209)	12%	(65)	538
4-Region: Northeast	12%	(44)	14%	(51)	22%	(80)	43%	(158)	9%	(32)	365
4-Region: Midwest	8%	(35)	15%	(64)	24%	(103)	43%	(187)	10%	(42)	430
4-Region: South	10%	(75)	14%	(106)	23%	(173)	42%	(310)	10%	(76)	740
4-Region: West	9%	(43)	15%	(71)	24%	(111)	41%	(192)	10%	(47)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_2: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
 Tablet

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	9%	(174)	15%	(297)	24%	(470)	43%	(852)	10%	(206)	2000
Gender: Male	12%	(115)	19%	(185)	24%	(232)	35%	(340)	10%	(91)	963
Gender: Female	6%	(59)	11%	(112)	23%	(239)	49%	(513)	11%	(115)	1037
Age: 18-29	15%	(62)	15%	(62)	31%	(131)	31%	(131)	8%	(32)	418
Age: 30-44	13%	(68)	21%	(110)	25%	(129)	30%	(159)	11%	(58)	523
Age: 45-54	6%	(23)	19%	(80)	23%	(93)	41%	(166)	12%	(47)	409
Age: 55-64	7%	(19)	11%	(30)	19%	(54)	55%	(158)	9%	(27)	289
Age: 65+	1%	(3)	4%	(15)	17%	(63)	66%	(238)	12%	(43)	361
PID: Dem (no lean)	14%	(105)	18%	(128)	20%	(147)	38%	(273)	10%	(71)	724
PID: Ind (no lean)	5%	(36)	13%	(84)	25%	(165)	46%	(309)	11%	(75)	669
PID: Rep (no lean)	6%	(33)	14%	(85)	26%	(158)	45%	(271)	10%	(59)	607
PID/Gender: Dem Men	20%	(69)	24%	(84)	22%	(78)	25%	(89)	9%	(32)	351
PID/Gender: Dem Women	9%	(35)	12%	(44)	19%	(70)	49%	(184)	11%	(40)	374
PID/Gender: Ind Men	7%	(24)	16%	(51)	24%	(79)	42%	(136)	11%	(34)	324
PID/Gender: Ind Women	4%	(12)	9%	(33)	25%	(86)	50%	(173)	12%	(41)	345
PID/Gender: Rep Men	7%	(21)	17%	(50)	26%	(75)	40%	(115)	9%	(26)	288
PID/Gender: Rep Women	4%	(12)	11%	(35)	26%	(83)	49%	(155)	11%	(34)	319
Tea Party: Supporter	15%	(87)	17%	(97)	23%	(128)	38%	(212)	7%	(39)	564
Tea Party: Not Supporter	6%	(87)	14%	(198)	24%	(338)	45%	(635)	12%	(164)	1422
Ideo: Liberal (1-3)	12%	(86)	18%	(125)	25%	(173)	38%	(266)	8%	(53)	703
Ideo: Moderate (4)	7%	(28)	15%	(63)	24%	(98)	44%	(180)	10%	(41)	410
Ideo: Conservative (5-7)	7%	(47)	12%	(79)	22%	(151)	49%	(337)	10%	(67)	681
Educ: < College	8%	(104)	16%	(207)	24%	(320)	41%	(531)	11%	(145)	1307
Educ: Bachelors degree	9%	(33)	14%	(52)	22%	(81)	45%	(166)	10%	(36)	369
Educ: Post-grad	12%	(38)	12%	(38)	21%	(69)	48%	(155)	8%	(25)	324
Income: Under 50k	9%	(93)	15%	(164)	23%	(248)	41%	(448)	12%	(136)	1088
Income: 50k-100k	9%	(57)	14%	(91)	25%	(162)	44%	(287)	8%	(51)	647
Income: 100k+	9%	(25)	16%	(42)	23%	(60)	45%	(118)	7%	(19)	265

Continued on next page

Table BRD10_2: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?

Tablet

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	9%	(174)	15%	(297)	24%	(470)	43%	(852)	10%	(206)	2000
Ethnicity: White	7%	(115)	13%	(206)	23%	(372)	47%	(740)	10%	(158)	1591
Ethnicity: Hispanic	20%	(61)	19%	(58)	24%	(73)	29%	(87)	7%	(21)	299
Ethnicity: Afr. Am.	15%	(37)	25%	(60)	20%	(49)	28%	(68)	13%	(31)	244
Ethnicity: Other	14%	(23)	19%	(31)	30%	(50)	27%	(45)	10%	(17)	165
Relig: Protestant	5%	(25)	12%	(58)	22%	(108)	54%	(270)	8%	(40)	500
Relig: Roman Catholic	16%	(66)	17%	(72)	23%	(100)	37%	(158)	7%	(30)	426
Relig: Ath./Agn./None	6%	(32)	16%	(82)	22%	(113)	43%	(221)	13%	(68)	516
Relig: Something Else	9%	(29)	14%	(44)	29%	(91)	36%	(115)	11%	(36)	315
Relig: Jewish	8%	(4)	13%	(7)	25%	(13)	42%	(21)	11%	(6)	51
Relig: Evangelical	12%	(78)	14%	(89)	22%	(135)	42%	(261)	10%	(62)	626
Relig: Non-Evang. Catholics	6%	(34)	15%	(81)	24%	(129)	48%	(256)	7%	(36)	537
Relig: All Christian	10%	(112)	15%	(171)	23%	(264)	44%	(517)	8%	(99)	1163
Relig: All Non-Christian	7%	(61)	15%	(126)	25%	(204)	40%	(335)	12%	(104)	831
Community: Urban	13%	(74)	19%	(107)	21%	(117)	36%	(200)	10%	(56)	555
Community: Suburban	7%	(64)	13%	(119)	23%	(207)	46%	(411)	11%	(97)	898
Community: Rural	7%	(37)	13%	(70)	27%	(146)	44%	(241)	10%	(53)	547
Employ: Private Sector	13%	(85)	17%	(108)	26%	(168)	36%	(233)	8%	(51)	645
Employ: Government	10%	(15)	21%	(31)	20%	(31)	39%	(59)	9%	(14)	150
Employ: Self-Employed	9%	(15)	27%	(45)	29%	(49)	32%	(53)	4%	(7)	169
Employ: Homemaker	5%	(9)	12%	(21)	26%	(46)	47%	(84)	10%	(19)	178
Employ: Student	15%	(16)	11%	(11)	38%	(41)	31%	(33)	5%	(6)	106
Employ: Retired	1%	(3)	6%	(24)	16%	(63)	65%	(259)	12%	(50)	399
Employ: Unemployed	8%	(13)	12%	(19)	25%	(40)	37%	(60)	18%	(29)	161
Employ: Other	9%	(18)	20%	(37)	17%	(33)	37%	(71)	17%	(32)	191
Job Type: White-collar	10%	(74)	14%	(103)	23%	(165)	45%	(334)	8%	(58)	734
Job Type: Blue-collar	8%	(68)	15%	(127)	24%	(208)	45%	(382)	8%	(72)	857
Job Type: Don't Know	8%	(32)	16%	(67)	24%	(97)	33%	(136)	19%	(76)	409
Military HH: Yes	12%	(48)	14%	(53)	21%	(79)	42%	(161)	11%	(42)	384
Military HH: No	8%	(126)	15%	(244)	24%	(391)	43%	(691)	10%	(164)	1616

Continued on next page

Table BRD10_2: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Tablet

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	9%	(174)	15%	(297)	24%	(470)	43%	(852)	10%	(206)	2000
RD/WT: Right Direction	17%	(100)	18%	(106)	19%	(116)	36%	(214)	11%	(64)	599
RD/WT: Wrong Track	5%	(74)	14%	(191)	25%	(354)	46%	(639)	10%	(143)	1401
Obama Job: Approve	12%	(128)	17%	(171)	24%	(251)	38%	(391)	9%	(94)	1035
Obama Job: Disapprove	5%	(42)	12%	(107)	23%	(204)	50%	(434)	10%	(88)	874
#1 Issue: Economy	7%	(43)	17%	(112)	25%	(164)	42%	(276)	10%	(63)	658
#1 Issue: Security	8%	(29)	17%	(63)	22%	(83)	43%	(160)	10%	(37)	372
#1 Issue: Health Care	10%	(29)	16%	(46)	24%	(68)	41%	(114)	8%	(22)	279
#1 Issue: Medicare / Social Security	8%	(17)	9%	(20)	15%	(32)	51%	(111)	17%	(37)	217
#1 Issue: Women's Issues	13%	(18)	10%	(14)	30%	(43)	41%	(59)	6%	(8)	143
#1 Issue: Education	17%	(23)	19%	(26)	26%	(35)	27%	(36)	10%	(14)	134
#1 Issue: Energy	14%	(13)	10%	(9)	23%	(20)	44%	(40)	8%	(7)	89
#1 Issue: Other	2%	(3)	6%	(7)	23%	(25)	53%	(57)	16%	(18)	109
2014 Vote: Democrat	13%	(91)	18%	(127)	22%	(160)	39%	(281)	9%	(67)	727
2014 Vote: Republican	5%	(26)	12%	(65)	24%	(127)	50%	(266)	9%	(48)	532
2014 Vote: Other	8%	(5)	12%	(7)	18%	(11)	44%	(27)	17%	(10)	61
2014 Vote: Didn't Vote	8%	(51)	14%	(97)	25%	(171)	41%	(276)	12%	(80)	676
2012 Vote: Barack Obama	13%	(104)	17%	(136)	22%	(183)	41%	(334)	8%	(65)	822
2012 Vote: Mitt Romney	4%	(23)	13%	(72)	23%	(127)	50%	(283)	10%	(58)	564
2012 Vote: Other	4%	(3)	14%	(10)	24%	(18)	40%	(29)	18%	(13)	72
2012 Vote: Didn't Vote	8%	(45)	15%	(80)	26%	(142)	38%	(204)	12%	(67)	538
4-Region: Northeast	12%	(42)	13%	(49)	23%	(85)	41%	(150)	11%	(39)	365
4-Region: Midwest	7%	(28)	14%	(60)	22%	(96)	46%	(199)	11%	(47)	430
4-Region: South	8%	(61)	18%	(130)	24%	(176)	41%	(303)	9%	(69)	740
4-Region: West	9%	(42)	12%	(58)	24%	(113)	43%	(201)	11%	(51)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_3: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Smartphone

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	9%	(183)	13%	(252)	22%	(448)	46%	(923)	10%	(195)	2000
Gender: Male	14%	(131)	15%	(143)	24%	(232)	39%	(372)	9%	(85)	963
Gender: Female	5%	(52)	10%	(108)	21%	(216)	53%	(551)	11%	(110)	1037
Age: 18-29	17%	(71)	16%	(67)	27%	(114)	33%	(138)	7%	(28)	418
Age: 30-44	14%	(74)	15%	(81)	24%	(125)	35%	(184)	11%	(60)	523
Age: 45-54	5%	(19)	17%	(68)	27%	(109)	43%	(175)	9%	(37)	409
Age: 55-64	4%	(12)	9%	(25)	18%	(53)	59%	(171)	9%	(27)	289
Age: 65+	2%	(7)	3%	(10)	13%	(47)	71%	(255)	12%	(43)	361
PID: Dem (no lean)	14%	(98)	14%	(102)	21%	(152)	42%	(304)	9%	(68)	724
PID: Ind (no lean)	8%	(51)	11%	(73)	22%	(146)	49%	(330)	10%	(70)	669
PID: Rep (no lean)	6%	(34)	13%	(77)	25%	(149)	48%	(289)	9%	(57)	607
PID/Gender: Dem Men	20%	(72)	16%	(55)	24%	(83)	32%	(111)	9%	(30)	351
PID/Gender: Dem Women	7%	(26)	13%	(47)	19%	(70)	52%	(193)	10%	(38)	374
PID/Gender: Ind Men	11%	(36)	13%	(43)	23%	(76)	42%	(137)	10%	(32)	324
PID/Gender: Ind Women	4%	(15)	9%	(30)	20%	(70)	56%	(193)	11%	(38)	345
PID/Gender: Rep Men	8%	(23)	16%	(45)	26%	(73)	43%	(124)	8%	(22)	288
PID/Gender: Rep Women	3%	(11)	10%	(32)	24%	(76)	52%	(166)	11%	(34)	319
Tea Party: Supporter	15%	(82)	18%	(101)	22%	(122)	39%	(222)	7%	(38)	564
Tea Party: Not Supporter	7%	(101)	11%	(150)	23%	(321)	49%	(697)	11%	(154)	1422
Ideo: Liberal (1-3)	12%	(87)	17%	(117)	21%	(148)	42%	(299)	8%	(53)	703
Ideo: Moderate (4)	7%	(30)	10%	(40)	25%	(103)	48%	(197)	10%	(40)	410
Ideo: Conservative (5-7)	6%	(43)	11%	(78)	22%	(148)	52%	(351)	9%	(60)	681
Educ: < College	9%	(116)	12%	(158)	24%	(310)	45%	(585)	11%	(138)	1307
Educ: Bachelors degree	9%	(32)	13%	(50)	21%	(76)	48%	(176)	10%	(35)	369
Educ: Post-grad	11%	(36)	13%	(44)	19%	(62)	50%	(162)	7%	(21)	324
Income: Under 50k	9%	(102)	12%	(135)	22%	(239)	45%	(485)	12%	(127)	1088
Income: 50k-100k	8%	(54)	13%	(84)	23%	(148)	48%	(310)	8%	(52)	647
Income: 100k+	10%	(28)	12%	(32)	23%	(61)	48%	(128)	6%	(16)	265

Continued on next page

Table BRD10_3: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
 Smartphone

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	9%	(183)	13%	(252)	22%	(448)	46%	(923)	10%	(195)	2000
Ethnicity: White	7%	(115)	11%	(171)	23%	(360)	50%	(789)	10%	(154)	1591
Ethnicity: Hispanic	24%	(71)	17%	(51)	24%	(73)	29%	(88)	6%	(16)	299
Ethnicity: Afr. Am.	18%	(44)	20%	(50)	19%	(45)	33%	(81)	10%	(24)	244
Ethnicity: Other	15%	(25)	19%	(31)	25%	(42)	32%	(52)	10%	(16)	165
Relig: Protestant	6%	(31)	9%	(46)	20%	(99)	57%	(285)	8%	(40)	500
Relig: Roman Catholic	13%	(55)	16%	(69)	21%	(89)	42%	(180)	8%	(32)	426
Relig: Ath./Agn./None	9%	(46)	11%	(58)	23%	(117)	46%	(237)	11%	(57)	516
Relig: Something Else	9%	(28)	16%	(50)	25%	(79)	40%	(126)	10%	(32)	315
Relig: Jewish	15%	(8)	5%	(3)	20%	(10)	51%	(26)	9%	(5)	51
Relig: Evangelical	12%	(72)	13%	(82)	22%	(136)	44%	(273)	10%	(62)	626
Relig: Non-Evang. Catholics	7%	(36)	11%	(60)	22%	(116)	53%	(285)	7%	(40)	537
Relig: All Christian	9%	(108)	12%	(143)	22%	(252)	48%	(558)	9%	(102)	1163
Relig: All Non-Christian	9%	(75)	13%	(108)	24%	(196)	44%	(364)	11%	(89)	831
Community: Urban	14%	(80)	17%	(93)	23%	(127)	38%	(209)	8%	(46)	555
Community: Suburban	8%	(74)	11%	(101)	20%	(181)	50%	(446)	11%	(97)	898
Community: Rural	5%	(30)	10%	(57)	26%	(140)	49%	(268)	9%	(52)	547
Employ: Private Sector	12%	(79)	15%	(100)	24%	(153)	42%	(271)	7%	(43)	645
Employ: Government	10%	(15)	15%	(22)	20%	(30)	45%	(68)	9%	(14)	150
Employ: Self-Employed	17%	(28)	21%	(36)	24%	(41)	33%	(55)	5%	(9)	169
Employ: Homemaker	4%	(6)	9%	(16)	30%	(54)	47%	(83)	11%	(19)	178
Employ: Student	17%	(19)	18%	(19)	28%	(29)	32%	(34)	6%	(6)	106
Employ: Retired	2%	(6)	4%	(16)	14%	(54)	69%	(274)	12%	(49)	399
Employ: Unemployed	8%	(12)	11%	(18)	24%	(39)	42%	(68)	15%	(24)	161
Employ: Other	10%	(18)	13%	(25)	24%	(46)	37%	(71)	16%	(31)	191
Job Type: White-collar	10%	(77)	13%	(96)	21%	(153)	48%	(352)	8%	(56)	734
Job Type: Blue-collar	9%	(75)	12%	(101)	21%	(182)	50%	(430)	8%	(68)	857
Job Type: Don't Know	8%	(31)	13%	(54)	27%	(112)	34%	(141)	17%	(71)	409
Military HH: Yes	12%	(48)	10%	(37)	21%	(79)	47%	(180)	11%	(40)	384
Military HH: No	8%	(136)	13%	(214)	23%	(369)	46%	(743)	10%	(154)	1616

Continued on next page

Table BRD10_3: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Smartphone

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	9%	(183)	13%	(252)	22%	(448)	46%	(923)	10%	(195)	2000
RD/WT: Right Direction	18%	(106)	15%	(89)	19%	(116)	39%	(234)	9%	(54)	599
RD/WT: Wrong Track	6%	(78)	12%	(162)	24%	(332)	49%	(689)	10%	(140)	1401
Obama Job: Approve	14%	(142)	15%	(151)	22%	(227)	42%	(430)	8%	(84)	1035
Obama Job: Disapprove	4%	(36)	10%	(91)	23%	(198)	53%	(464)	10%	(85)	874
#1 Issue: Economy	9%	(56)	12%	(78)	24%	(158)	48%	(315)	8%	(50)	658
#1 Issue: Security	8%	(30)	13%	(49)	22%	(80)	48%	(180)	9%	(32)	372
#1 Issue: Health Care	10%	(27)	16%	(44)	23%	(65)	41%	(113)	11%	(30)	279
#1 Issue: Medicare / Social Security	7%	(15)	9%	(20)	14%	(30)	54%	(117)	16%	(34)	217
#1 Issue: Women's Issues	14%	(20)	13%	(18)	27%	(39)	39%	(56)	7%	(10)	143
#1 Issue: Education	15%	(20)	20%	(26)	27%	(36)	29%	(38)	10%	(13)	134
#1 Issue: Energy	15%	(13)	11%	(10)	15%	(13)	51%	(46)	8%	(7)	89
#1 Issue: Other	2%	(2)	5%	(5)	23%	(25)	52%	(57)	17%	(19)	109
2014 Vote: Democrat	12%	(89)	14%	(101)	22%	(157)	43%	(311)	10%	(70)	727
2014 Vote: Republican	6%	(30)	11%	(57)	23%	(121)	53%	(284)	8%	(41)	532
2014 Vote: Other	7%	(4)	7%	(4)	27%	(17)	41%	(25)	17%	(10)	61
2014 Vote: Didn't Vote	9%	(59)	13%	(89)	23%	(153)	45%	(302)	11%	(73)	676
2012 Vote: Barack Obama	13%	(108)	13%	(109)	22%	(183)	43%	(355)	8%	(66)	822
2012 Vote: Mitt Romney	4%	(23)	12%	(65)	22%	(122)	53%	(299)	10%	(54)	564
2012 Vote: Other	3%	(2)	7%	(5)	29%	(21)	45%	(32)	16%	(12)	72
2012 Vote: Didn't Vote	9%	(50)	13%	(72)	23%	(122)	43%	(234)	11%	(60)	538
4-Region: Northeast	11%	(39)	12%	(45)	24%	(87)	45%	(165)	8%	(30)	365
4-Region: Midwest	7%	(31)	13%	(54)	22%	(95)	48%	(206)	10%	(45)	430
4-Region: South	8%	(59)	14%	(105)	23%	(167)	45%	(334)	10%	(75)	740
4-Region: West	12%	(54)	10%	(47)	21%	(100)	47%	(219)	10%	(45)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_4: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
 Television

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	10%	(200)	15%	(305)	22%	(443)	43%	(852)	10%	(200)	2000
Gender: Male	14%	(131)	18%	(177)	22%	(214)	37%	(352)	9%	(88)	963
Gender: Female	7%	(68)	12%	(127)	22%	(230)	48%	(499)	11%	(112)	1037
Age: 18-29	17%	(72)	19%	(79)	28%	(119)	29%	(122)	6%	(25)	418
Age: 30-44	15%	(76)	18%	(95)	23%	(122)	33%	(172)	11%	(58)	523
Age: 45-54	6%	(24)	19%	(78)	23%	(95)	41%	(167)	11%	(46)	409
Age: 55-64	6%	(18)	12%	(33)	19%	(56)	53%	(153)	10%	(28)	289
Age: 65+	3%	(10)	6%	(20)	14%	(51)	65%	(237)	12%	(44)	361
PID: Dem (no lean)	14%	(102)	16%	(116)	20%	(146)	40%	(289)	10%	(71)	724
PID: Ind (no lean)	7%	(46)	14%	(93)	23%	(155)	46%	(305)	11%	(71)	669
PID: Rep (no lean)	9%	(52)	16%	(96)	23%	(142)	42%	(258)	10%	(59)	607
PID/Gender: Dem Men	20%	(68)	20%	(71)	22%	(76)	30%	(105)	9%	(30)	351
PID/Gender: Dem Women	9%	(33)	12%	(45)	19%	(71)	49%	(184)	11%	(40)	374
PID/Gender: Ind Men	10%	(32)	17%	(54)	22%	(71)	42%	(135)	10%	(32)	324
PID/Gender: Ind Women	4%	(14)	11%	(39)	24%	(83)	49%	(170)	11%	(39)	345
PID/Gender: Rep Men	11%	(31)	18%	(52)	23%	(67)	39%	(112)	9%	(26)	288
PID/Gender: Rep Women	7%	(21)	14%	(43)	24%	(76)	46%	(146)	10%	(33)	319
Tea Party: Supporter	16%	(92)	17%	(98)	21%	(118)	39%	(217)	7%	(39)	564
Tea Party: Not Supporter	8%	(108)	14%	(205)	23%	(321)	44%	(630)	11%	(158)	1422
Ideo: Liberal (1-3)	14%	(96)	17%	(119)	23%	(162)	39%	(275)	7%	(52)	703
Ideo: Moderate (4)	9%	(36)	17%	(69)	22%	(91)	42%	(172)	10%	(41)	410
Ideo: Conservative (5-7)	7%	(50)	13%	(91)	21%	(145)	48%	(329)	10%	(65)	681
Educ: < College	10%	(134)	15%	(202)	23%	(300)	40%	(526)	11%	(145)	1307
Educ: Bachelors degree	9%	(33)	15%	(56)	21%	(77)	47%	(175)	8%	(28)	369
Educ: Post-grad	10%	(32)	14%	(46)	21%	(67)	47%	(151)	8%	(27)	324
Income: Under 50k	10%	(114)	14%	(155)	22%	(243)	41%	(448)	12%	(129)	1088
Income: 50k-100k	8%	(52)	17%	(111)	23%	(148)	44%	(285)	8%	(52)	647
Income: 100k+	13%	(34)	15%	(39)	20%	(53)	45%	(119)	7%	(19)	265

Continued on next page

Table BRD10_4: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Television

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	10%	(200)	15%	(305)	22%	(443)	43%	(852)	10%	(200)	2000
Ethnicity: White	7%	(119)	14%	(216)	22%	(355)	47%	(743)	10%	(157)	1591
Ethnicity: Hispanic	23%	(68)	22%	(67)	21%	(62)	30%	(89)	4%	(13)	299
Ethnicity: Afr. Am.	20%	(49)	20%	(49)	22%	(54)	25%	(61)	12%	(30)	244
Ethnicity: Other	19%	(32)	24%	(40)	20%	(34)	29%	(48)	8%	(12)	165
Relig: Protestant	6%	(31)	12%	(61)	22%	(109)	50%	(252)	10%	(48)	500
Relig: Roman Catholic	15%	(62)	20%	(83)	19%	(82)	40%	(172)	6%	(27)	426
Relig: Ath./Agn./None	8%	(42)	14%	(72)	22%	(116)	44%	(228)	11%	(59)	516
Relig: Something Else	10%	(31)	15%	(48)	28%	(89)	36%	(114)	10%	(33)	315
Relig: Jewish	14%	(7)	10%	(5)	26%	(13)	41%	(21)	9%	(5)	51
Relig: Evangelical	13%	(81)	15%	(97)	20%	(127)	41%	(256)	11%	(66)	626
Relig: Non-Evang. Catholics	8%	(44)	16%	(88)	21%	(112)	47%	(253)	8%	(41)	537
Relig: All Christian	11%	(125)	16%	(185)	21%	(239)	44%	(508)	9%	(107)	1163
Relig: All Non-Christian	9%	(73)	14%	(120)	25%	(205)	41%	(342)	11%	(91)	831
Community: Urban	15%	(84)	21%	(116)	21%	(118)	35%	(194)	8%	(42)	555
Community: Suburban	8%	(75)	13%	(113)	23%	(205)	45%	(408)	11%	(98)	898
Community: Rural	7%	(41)	14%	(76)	22%	(120)	46%	(250)	11%	(61)	547
Employ: Private Sector	13%	(86)	18%	(117)	24%	(155)	36%	(235)	8%	(51)	645
Employ: Government	12%	(18)	16%	(23)	20%	(29)	42%	(63)	10%	(15)	150
Employ: Self-Employed	12%	(21)	20%	(33)	31%	(53)	32%	(54)	5%	(8)	169
Employ: Homemaker	2%	(4)	18%	(32)	25%	(45)	46%	(82)	8%	(14)	178
Employ: Student	23%	(24)	14%	(15)	27%	(29)	30%	(32)	5%	(6)	106
Employ: Retired	3%	(12)	8%	(32)	13%	(53)	63%	(253)	13%	(50)	399
Employ: Unemployed	8%	(13)	12%	(20)	20%	(31)	42%	(68)	18%	(29)	161
Employ: Other	11%	(21)	17%	(32)	25%	(47)	33%	(64)	14%	(26)	191
Job Type: White-collar	11%	(83)	16%	(118)	19%	(139)	45%	(333)	8%	(60)	734
Job Type: Blue-collar	9%	(81)	15%	(126)	23%	(197)	44%	(380)	9%	(73)	857
Job Type: Don't Know	9%	(35)	15%	(61)	26%	(107)	34%	(139)	16%	(67)	409
Military HH: Yes	12%	(45)	14%	(53)	18%	(70)	44%	(169)	12%	(47)	384
Military HH: No	10%	(155)	16%	(252)	23%	(373)	42%	(682)	10%	(154)	1616

Continued on next page

Table BRD10_4: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Television

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	10%	(200)	15%	(305)	22%	(443)	43%	(852)	10%	(200)	2000
RD/WT: Right Direction	16%	(94)	17%	(103)	20%	(122)	37%	(220)	10%	(60)	599
RD/WT: Wrong Track	8%	(105)	14%	(202)	23%	(322)	45%	(632)	10%	(140)	1401
Obama Job: Approve	14%	(142)	17%	(171)	23%	(237)	39%	(399)	8%	(86)	1035
Obama Job: Disapprove	6%	(52)	14%	(122)	21%	(184)	49%	(427)	10%	(90)	874
#1 Issue: Economy	9%	(57)	16%	(103)	24%	(160)	43%	(283)	8%	(54)	658
#1 Issue: Security	10%	(36)	17%	(62)	22%	(82)	42%	(155)	10%	(36)	372
#1 Issue: Health Care	15%	(42)	16%	(46)	17%	(48)	42%	(116)	10%	(27)	279
#1 Issue: Medicare / Social Security	6%	(13)	12%	(25)	17%	(36)	50%	(107)	16%	(35)	217
#1 Issue: Women's Issues	10%	(14)	17%	(24)	29%	(41)	40%	(57)	5%	(8)	143
#1 Issue: Education	16%	(22)	17%	(22)	34%	(45)	26%	(34)	8%	(10)	134
#1 Issue: Energy	15%	(13)	10%	(9)	14%	(13)	49%	(44)	12%	(11)	89
#1 Issue: Other	3%	(3)	12%	(13)	17%	(18)	50%	(55)	18%	(20)	109
2014 Vote: Democrat	12%	(89)	16%	(118)	21%	(155)	41%	(296)	9%	(69)	727
2014 Vote: Republican	7%	(38)	13%	(70)	24%	(125)	47%	(252)	9%	(47)	532
2014 Vote: Other	10%	(6)	19%	(11)	10%	(6)	45%	(28)	16%	(10)	61
2014 Vote: Didn't Vote	10%	(67)	16%	(106)	23%	(155)	41%	(275)	11%	(74)	676
2012 Vote: Barack Obama	12%	(95)	17%	(137)	22%	(180)	42%	(346)	8%	(64)	822
2012 Vote: Mitt Romney	7%	(42)	12%	(67)	22%	(125)	48%	(272)	10%	(58)	564
2012 Vote: Other	2%	(1)	13%	(10)	21%	(15)	48%	(35)	16%	(11)	72
2012 Vote: Didn't Vote	12%	(62)	17%	(91)	23%	(123)	37%	(197)	12%	(65)	538
4-Region: Northeast	8%	(31)	15%	(53)	23%	(84)	45%	(164)	9%	(33)	365
4-Region: Midwest	9%	(38)	15%	(67)	23%	(101)	42%	(181)	10%	(44)	430
4-Region: South	11%	(79)	16%	(121)	20%	(151)	42%	(309)	11%	(80)	740
4-Region: West	11%	(52)	14%	(64)	23%	(108)	43%	(198)	9%	(43)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table BRD10_5: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Clothes**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	22%	(440)	37%	(740)	12%	(246)	19%	(380)	10%	(194)	2000
Gender: Male	22%	(210)	35%	(339)	15%	(141)	19%	(183)	9%	(89)	963
Gender: Female	22%	(230)	39%	(401)	10%	(104)	19%	(197)	10%	(105)	1037
Age: 18-29	34%	(143)	34%	(143)	13%	(55)	12%	(50)	6%	(26)	418
Age: 30-44	29%	(152)	38%	(196)	13%	(67)	10%	(53)	10%	(54)	523
Age: 45-54	18%	(75)	47%	(193)	10%	(40)	15%	(60)	10%	(41)	409
Age: 55-64	13%	(37)	37%	(106)	13%	(37)	28%	(82)	9%	(26)	289
Age: 65+	9%	(32)	28%	(102)	13%	(45)	38%	(136)	13%	(46)	361
PID: Dem (no lean)	25%	(184)	40%	(288)	11%	(77)	16%	(115)	8%	(61)	724
PID: Ind (no lean)	19%	(125)	33%	(223)	13%	(88)	23%	(153)	12%	(80)	669
PID: Rep (no lean)	22%	(131)	38%	(230)	13%	(80)	19%	(112)	9%	(53)	607
PID/Gender: Dem Men	27%	(96)	39%	(136)	11%	(38)	15%	(53)	8%	(28)	351
PID/Gender: Dem Women	23%	(88)	41%	(152)	11%	(39)	17%	(62)	9%	(33)	374
PID/Gender: Ind Men	17%	(55)	33%	(107)	16%	(52)	22%	(73)	11%	(37)	324
PID/Gender: Ind Women	20%	(70)	34%	(116)	10%	(36)	23%	(80)	12%	(43)	345
PID/Gender: Rep Men	20%	(59)	34%	(97)	18%	(51)	20%	(58)	8%	(24)	288
PID/Gender: Rep Women	23%	(73)	42%	(133)	9%	(29)	17%	(55)	9%	(29)	319
Tea Party: Supporter	29%	(165)	32%	(183)	15%	(83)	17%	(94)	7%	(40)	564
Tea Party: Not Supporter	19%	(274)	39%	(552)	11%	(161)	20%	(285)	11%	(151)	1422
Ideo: Liberal (1-3)	26%	(184)	37%	(263)	13%	(90)	16%	(110)	8%	(56)	703
Ideo: Moderate (4)	23%	(96)	37%	(151)	12%	(50)	18%	(73)	10%	(39)	410
Ideo: Conservative (5-7)	18%	(120)	38%	(261)	13%	(88)	23%	(157)	8%	(56)	681
Educ: < College	22%	(287)	37%	(487)	11%	(142)	19%	(250)	11%	(142)	1307
Educ: Bachelors degree	20%	(73)	38%	(140)	15%	(55)	19%	(69)	9%	(32)	369
Educ: Post-grad	25%	(80)	35%	(113)	15%	(49)	19%	(61)	6%	(21)	324
Income: Under 50k	22%	(241)	33%	(359)	12%	(135)	20%	(223)	12%	(129)	1088
Income: 50k-100k	22%	(141)	41%	(265)	12%	(76)	18%	(117)	7%	(48)	647
Income: 100k+	22%	(58)	44%	(116)	13%	(34)	15%	(40)	6%	(17)	265

Continued on next page

**Table BRD10_5: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Clothes**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	22%	(440)	37%	(740)	12%	(246)	19%	(380)	10%	(194)	2000
Ethnicity: White	19%	(310)	38%	(602)	12%	(194)	21%	(327)	10%	(158)	1591
Ethnicity: Hispanic	43%	(129)	29%	(87)	12%	(35)	10%	(31)	6%	(16)	299
Ethnicity: Afr. Am.	32%	(78)	35%	(86)	11%	(26)	14%	(34)	8%	(21)	244
Ethnicity: Other	32%	(52)	32%	(53)	15%	(25)	12%	(19)	9%	(16)	165
Relig: Protestant	16%	(79)	35%	(177)	14%	(72)	25%	(124)	10%	(48)	500
Relig: Roman Catholic	26%	(110)	42%	(180)	10%	(42)	15%	(66)	7%	(28)	426
Relig: Ath./Agn./None	20%	(101)	37%	(193)	12%	(60)	19%	(98)	12%	(64)	516
Relig: Something Else	26%	(82)	31%	(99)	15%	(46)	19%	(60)	9%	(27)	315
Relig: Jewish	26%	(13)	24%	(12)	15%	(7)	25%	(13)	11%	(5)	51
Relig: Evangelical	26%	(161)	36%	(226)	13%	(80)	17%	(105)	9%	(54)	626
Relig: Non-Evang. Catholics	18%	(95)	41%	(220)	11%	(60)	22%	(117)	8%	(45)	537
Relig: All Christian	22%	(256)	38%	(446)	12%	(140)	19%	(222)	9%	(99)	1163
Relig: All Non-Christian	22%	(184)	35%	(292)	13%	(106)	19%	(158)	11%	(91)	831
Community: Urban	28%	(155)	38%	(209)	12%	(66)	15%	(84)	7%	(41)	555
Community: Suburban	19%	(168)	39%	(350)	12%	(112)	19%	(169)	11%	(98)	898
Community: Rural	21%	(117)	33%	(181)	12%	(68)	23%	(126)	10%	(55)	547
Employ: Private Sector	25%	(158)	40%	(255)	13%	(83)	14%	(91)	9%	(58)	645
Employ: Government	25%	(37)	48%	(72)	8%	(13)	8%	(13)	10%	(15)	150
Employ: Self-Employed	27%	(46)	37%	(62)	16%	(26)	16%	(27)	5%	(8)	169
Employ: Homemaker	24%	(43)	42%	(76)	14%	(25)	12%	(21)	8%	(14)	178
Employ: Student	39%	(41)	38%	(40)	8%	(9)	10%	(10)	5%	(6)	106
Employ: Retired	10%	(41)	31%	(122)	12%	(47)	36%	(143)	12%	(47)	399
Employ: Unemployed	17%	(28)	27%	(43)	15%	(24)	26%	(41)	15%	(24)	161
Employ: Other	23%	(45)	37%	(70)	10%	(19)	18%	(35)	12%	(23)	191
Job Type: White-collar	23%	(172)	37%	(274)	13%	(96)	18%	(134)	8%	(59)	734
Job Type: Blue-collar	20%	(173)	38%	(325)	12%	(104)	22%	(184)	8%	(70)	857
Job Type: Don't Know	23%	(94)	34%	(141)	11%	(46)	15%	(62)	16%	(65)	409
Military HH: Yes	21%	(82)	30%	(115)	14%	(55)	24%	(92)	10%	(40)	384
Military HH: No	22%	(358)	39%	(625)	12%	(190)	18%	(288)	10%	(154)	1616

Continued on next page

**Table BRD10_5: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Clothes**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	22%	(440)	37%	(740)	12%	(246)	19%	(380)	10%	(194)	2000
RD/WT: Right Direction	27%	(159)	39%	(234)	10%	(63)	15%	(91)	9%	(52)	599
RD/WT: Wrong Track	20%	(281)	36%	(506)	13%	(183)	21%	(289)	10%	(142)	1401
Obama Job: Approve	26%	(274)	39%	(408)	11%	(119)	15%	(157)	8%	(78)	1035
Obama Job: Disapprove	17%	(151)	35%	(303)	14%	(119)	24%	(208)	11%	(92)	874
#1 Issue: Economy	23%	(150)	39%	(259)	13%	(83)	16%	(107)	9%	(58)	658
#1 Issue: Security	21%	(78)	40%	(147)	13%	(48)	18%	(66)	9%	(32)	372
#1 Issue: Health Care	23%	(64)	38%	(106)	12%	(34)	17%	(47)	10%	(29)	279
#1 Issue: Medicare / Social Security	14%	(31)	36%	(77)	8%	(18)	30%	(64)	12%	(26)	217
#1 Issue: Women's Issues	33%	(47)	37%	(52)	13%	(18)	12%	(17)	6%	(8)	143
#1 Issue: Education	29%	(39)	38%	(51)	14%	(19)	11%	(15)	9%	(11)	134
#1 Issue: Energy	18%	(16)	28%	(25)	18%	(16)	26%	(23)	9%	(8)	89
#1 Issue: Other	13%	(14)	21%	(23)	9%	(9)	39%	(42)	19%	(20)	109
2014 Vote: Democrat	24%	(173)	39%	(281)	12%	(86)	17%	(123)	9%	(63)	727
2014 Vote: Republican	18%	(95)	38%	(202)	12%	(66)	23%	(121)	9%	(49)	532
2014 Vote: Other	19%	(12)	22%	(14)	15%	(9)	26%	(16)	18%	(11)	61
2014 Vote: Didn't Vote	24%	(159)	36%	(243)	12%	(82)	18%	(120)	10%	(71)	676
2012 Vote: Barack Obama	23%	(193)	39%	(324)	12%	(101)	17%	(138)	8%	(65)	822
2012 Vote: Mitt Romney	18%	(101)	36%	(206)	13%	(73)	23%	(128)	10%	(57)	564
2012 Vote: Other	14%	(10)	24%	(18)	17%	(13)	25%	(18)	19%	(13)	72
2012 Vote: Didn't Vote	25%	(134)	36%	(191)	11%	(59)	18%	(95)	11%	(58)	538
4-Region: Northeast	21%	(77)	38%	(139)	15%	(55)	16%	(59)	10%	(35)	365
4-Region: Midwest	24%	(101)	36%	(155)	11%	(48)	19%	(83)	10%	(43)	430
4-Region: South	21%	(155)	38%	(284)	12%	(90)	19%	(138)	10%	(73)	740
4-Region: West	23%	(106)	35%	(163)	11%	(52)	21%	(100)	9%	(43)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_6: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Jewelry

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	8%	(168)	18%	(369)	23%	(459)	40%	(799)	10%	(206)	2000
Gender: Male	11%	(107)	19%	(180)	24%	(228)	37%	(357)	9%	(90)	963
Gender: Female	6%	(60)	18%	(188)	22%	(231)	43%	(442)	11%	(116)	1037
Age: 18-29	14%	(60)	20%	(85)	29%	(123)	29%	(121)	7%	(28)	418
Age: 30-44	11%	(58)	21%	(110)	23%	(122)	33%	(170)	12%	(63)	523
Age: 45-54	7%	(29)	20%	(81)	27%	(109)	36%	(145)	11%	(45)	409
Age: 55-64	4%	(11)	19%	(56)	19%	(55)	49%	(141)	9%	(26)	289
Age: 65+	3%	(9)	10%	(37)	14%	(50)	61%	(221)	12%	(44)	361
PID: Dem (no lean)	10%	(71)	21%	(154)	22%	(157)	38%	(274)	10%	(69)	724
PID: Ind (no lean)	8%	(52)	14%	(94)	23%	(156)	44%	(297)	11%	(71)	669
PID: Rep (no lean)	7%	(45)	20%	(121)	24%	(146)	38%	(228)	11%	(66)	607
PID/Gender: Dem Men	14%	(49)	22%	(77)	24%	(84)	32%	(111)	9%	(31)	351
PID/Gender: Dem Women	6%	(22)	21%	(77)	20%	(73)	44%	(163)	10%	(38)	374
PID/Gender: Ind Men	10%	(32)	15%	(48)	22%	(72)	43%	(141)	10%	(31)	324
PID/Gender: Ind Women	6%	(19)	13%	(46)	24%	(83)	45%	(156)	12%	(40)	345
PID/Gender: Rep Men	9%	(27)	19%	(55)	25%	(72)	37%	(105)	10%	(28)	288
PID/Gender: Rep Women	6%	(19)	21%	(66)	23%	(74)	38%	(123)	12%	(38)	319
Tea Party: Supporter	13%	(76)	23%	(130)	22%	(126)	34%	(189)	8%	(43)	564
Tea Party: Not Supporter	6%	(91)	17%	(237)	23%	(328)	43%	(607)	11%	(160)	1422
Ideo: Liberal (1-3)	12%	(82)	20%	(143)	23%	(164)	37%	(261)	8%	(53)	703
Ideo: Moderate (4)	7%	(29)	21%	(85)	22%	(91)	40%	(164)	10%	(42)	410
Ideo: Conservative (5-7)	6%	(44)	16%	(110)	22%	(151)	45%	(305)	10%	(71)	681
Educ: < College	8%	(105)	18%	(234)	24%	(312)	39%	(509)	11%	(146)	1307
Educ: Bachelors degree	7%	(24)	22%	(80)	21%	(78)	41%	(152)	9%	(34)	369
Educ: Post-grad	12%	(38)	17%	(54)	21%	(69)	42%	(138)	8%	(26)	324
Income: Under 50k	8%	(90)	17%	(185)	22%	(242)	40%	(437)	12%	(134)	1088
Income: 50k-100k	8%	(51)	19%	(120)	24%	(158)	41%	(264)	8%	(54)	647
Income: 100k+	10%	(27)	24%	(64)	22%	(58)	37%	(98)	7%	(18)	265

Continued on next page

Table BRD10_6: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Jewelry

Demographic	Yes, definitely will	Yes, probably will	No, probably not	No, definitely not	Don't Know / No Opinion	Total N
Registered Voters	8% (168)	18% (369)	23% (459)	40% (799)	10% (206)	2000
Ethnicity: White	7% (108)	18% (286)	23% (365)	42% (666)	10% (166)	1591
Ethnicity: Hispanic	19% (56)	20% (61)	26% (77)	30% (89)	6% (17)	299
Ethnicity: Afr. Am.	15% (38)	23% (55)	20% (50)	32% (79)	9% (22)	244
Ethnicity: Other	13% (22)	17% (28)	26% (43)	32% (54)	11% (18)	165
Relig: Protestant	4% (22)	18% (88)	19% (95)	51% (254)	8% (41)	500
Relig: Roman Catholic	13% (56)	20% (85)	22% (95)	36% (153)	9% (37)	426
Relig: Ath./Agn./None	8% (41)	16% (84)	23% (116)	41% (212)	12% (62)	516
Relig: Something Else	10% (30)	17% (54)	27% (86)	35% (111)	11% (34)	315
Relig: Jewish	14% (7)	16% (8)	22% (11)	39% (20)	9% (5)	51
Relig: Evangelical	10% (63)	21% (134)	22% (141)	36% (226)	10% (61)	626
Relig: Non-Evang. Catholics	6% (33)	18% (95)	21% (115)	46% (249)	8% (45)	537
Relig: All Christian	8% (96)	20% (229)	22% (256)	41% (475)	9% (107)	1163
Relig: All Non-Christian	9% (71)	17% (138)	24% (202)	39% (324)	12% (96)	831
Community: Urban	13% (73)	22% (120)	23% (128)	34% (189)	8% (45)	555
Community: Suburban	6% (53)	17% (150)	24% (214)	42% (380)	11% (101)	898
Community: Rural	8% (41)	18% (99)	21% (116)	42% (230)	11% (60)	547
Employ: Private Sector	11% (70)	19% (124)	27% (176)	34% (220)	9% (55)	645
Employ: Government	11% (16)	20% (29)	23% (35)	35% (53)	11% (16)	150
Employ: Self-Employed	12% (20)	27% (45)	27% (46)	27% (46)	7% (12)	169
Employ: Homemaker	5% (8)	17% (30)	24% (43)	47% (84)	8% (14)	178
Employ: Student	17% (18)	24% (25)	23% (24)	31% (33)	5% (6)	106
Employ: Retired	2% (7)	15% (59)	12% (49)	58% (233)	13% (50)	399
Employ: Unemployed	7% (11)	15% (23)	23% (37)	39% (63)	16% (26)	161
Employ: Other	9% (17)	17% (32)	25% (48)	35% (66)	14% (27)	191
Job Type: White-collar	11% (78)	19% (138)	22% (159)	40% (296)	9% (64)	734
Job Type: Blue-collar	6% (50)	19% (164)	24% (203)	42% (364)	9% (77)	857
Job Type: Don't Know	10% (39)	17% (68)	24% (97)	34% (139)	16% (66)	409
Military HH: Yes	12% (47)	19% (72)	20% (78)	38% (146)	11% (42)	384
Military HH: No	7% (121)	18% (297)	24% (381)	40% (653)	10% (165)	1616

Continued on next page

Table BRD10_6: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Jewelry

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	8%	(168)	18%	(369)	23%	(459)	40%	(799)	10%	(206)	2000
RD/WT: Right Direction	14%	(87)	23%	(136)	19%	(117)	33%	(199)	10%	(60)	599
RD/WT: Wrong Track	6%	(81)	17%	(232)	24%	(342)	43%	(600)	10%	(146)	1401
Obama Job: Approve	11%	(117)	19%	(200)	23%	(242)	38%	(389)	8%	(86)	1035
Obama Job: Disapprove	5%	(43)	18%	(155)	22%	(195)	44%	(386)	11%	(95)	874
#1 Issue: Economy	7%	(48)	19%	(122)	25%	(162)	41%	(271)	8%	(55)	658
#1 Issue: Security	8%	(31)	22%	(83)	23%	(85)	37%	(137)	9%	(35)	372
#1 Issue: Health Care	9%	(24)	18%	(49)	25%	(69)	38%	(106)	11%	(31)	279
#1 Issue: Medicare / Social Security	7%	(15)	18%	(40)	13%	(27)	47%	(103)	15%	(32)	217
#1 Issue: Women's Issues	12%	(18)	22%	(32)	24%	(34)	36%	(51)	6%	(8)	143
#1 Issue: Education	10%	(13)	19%	(25)	33%	(44)	29%	(38)	10%	(14)	134
#1 Issue: Energy	13%	(11)	9%	(8)	22%	(20)	43%	(38)	14%	(12)	89
#1 Issue: Other	8%	(9)	9%	(10)	16%	(18)	50%	(54)	17%	(19)	109
2014 Vote: Democrat	9%	(67)	21%	(151)	22%	(163)	39%	(281)	9%	(65)	727
2014 Vote: Republican	6%	(33)	19%	(102)	24%	(128)	40%	(214)	10%	(54)	532
2014 Vote: Other	6%	(4)	10%	(6)	22%	(14)	44%	(27)	17%	(11)	61
2014 Vote: Didn't Vote	9%	(62)	16%	(110)	23%	(154)	41%	(275)	11%	(75)	676
2012 Vote: Barack Obama	10%	(81)	19%	(160)	23%	(188)	39%	(322)	9%	(71)	822
2012 Vote: Mitt Romney	6%	(35)	17%	(98)	22%	(123)	44%	(246)	11%	(62)	564
2012 Vote: Other	4%	(3)	16%	(11)	23%	(17)	44%	(32)	14%	(10)	72
2012 Vote: Didn't Vote	9%	(49)	19%	(100)	24%	(129)	37%	(198)	11%	(62)	538
4-Region: Northeast	10%	(36)	19%	(71)	24%	(86)	38%	(138)	9%	(34)	365
4-Region: Midwest	6%	(27)	20%	(85)	20%	(86)	44%	(191)	10%	(41)	430
4-Region: South	8%	(62)	19%	(138)	24%	(179)	38%	(278)	11%	(84)	740
4-Region: West	9%	(43)	16%	(75)	23%	(108)	41%	(192)	10%	(47)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table BRD10_7: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Gaming system, such as an X-Box One or PlayStation 4**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	11%	(212)	13%	(267)	19%	(383)	46%	(927)	11%	(211)	2000
Gender: Male	15%	(144)	17%	(163)	19%	(180)	40%	(383)	10%	(92)	963
Gender: Female	7%	(69)	10%	(103)	20%	(204)	52%	(543)	11%	(119)	1037
Age: 18-29	21%	(88)	21%	(87)	21%	(88)	28%	(116)	9%	(39)	418
Age: 30-44	15%	(81)	20%	(102)	23%	(120)	31%	(163)	11%	(57)	523
Age: 45-54	7%	(29)	13%	(55)	20%	(82)	48%	(196)	11%	(47)	409
Age: 55-64	4%	(10)	4%	(11)	18%	(51)	66%	(190)	9%	(27)	289
Age: 65+	1%	(5)	3%	(11)	12%	(42)	72%	(262)	11%	(41)	361
PID: Dem (no lean)	14%	(102)	14%	(98)	19%	(138)	44%	(315)	10%	(71)	724
PID: Ind (no lean)	8%	(51)	14%	(92)	18%	(122)	49%	(326)	12%	(78)	669
PID: Rep (no lean)	10%	(59)	13%	(77)	20%	(124)	47%	(285)	10%	(62)	607
PID/Gender: Dem Men	20%	(71)	19%	(66)	21%	(74)	30%	(106)	9%	(33)	351
PID/Gender: Dem Women	8%	(31)	9%	(32)	17%	(64)	56%	(209)	10%	(38)	374
PID/Gender: Ind Men	10%	(34)	18%	(60)	15%	(49)	46%	(148)	10%	(33)	324
PID/Gender: Ind Women	5%	(18)	9%	(32)	21%	(73)	52%	(178)	13%	(45)	345
PID/Gender: Rep Men	14%	(39)	13%	(37)	20%	(57)	45%	(129)	9%	(26)	288
PID/Gender: Rep Women	6%	(20)	12%	(39)	21%	(67)	49%	(156)	11%	(36)	319
Tea Party: Supporter	18%	(103)	18%	(101)	17%	(94)	39%	(220)	8%	(47)	564
Tea Party: Not Supporter	8%	(109)	12%	(165)	20%	(284)	49%	(703)	11%	(161)	1422
Ideo: Liberal (1-3)	15%	(105)	15%	(108)	19%	(131)	43%	(301)	8%	(58)	703
Ideo: Moderate (4)	9%	(37)	14%	(57)	21%	(85)	46%	(189)	10%	(42)	410
Ideo: Conservative (5-7)	7%	(51)	12%	(82)	19%	(127)	52%	(357)	10%	(65)	681
Educ: < College	11%	(138)	14%	(184)	20%	(266)	44%	(572)	11%	(148)	1307
Educ: Bachelors degree	11%	(40)	12%	(43)	18%	(65)	50%	(183)	11%	(39)	369
Educ: Post-grad	11%	(35)	12%	(40)	16%	(53)	53%	(172)	7%	(24)	324
Income: Under 50k	10%	(113)	12%	(133)	20%	(219)	45%	(485)	13%	(138)	1088
Income: 50k-100k	11%	(69)	14%	(90)	18%	(116)	49%	(319)	8%	(53)	647
Income: 100k+	12%	(31)	16%	(43)	18%	(49)	46%	(122)	7%	(20)	265

Continued on next page

**Table BRD10_7: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Gaming system, such as an X-Box One or PlayStation 4**

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	11%	(212)	13%	(267)	19%	(383)	46%	(927)	11%	(211)	2000
Ethnicity: White	9%	(145)	11%	(175)	19%	(299)	51%	(806)	10%	(165)	1591
Ethnicity: Hispanic	24%	(71)	22%	(65)	17%	(50)	31%	(92)	7%	(21)	299
Ethnicity: Afr. Am.	15%	(37)	20%	(49)	21%	(52)	29%	(72)	14%	(34)	244
Ethnicity: Other	18%	(29)	26%	(43)	19%	(32)	30%	(49)	7%	(12)	165
Relig: Protestant	8%	(40)	10%	(49)	17%	(83)	56%	(282)	9%	(47)	500
Relig: Roman Catholic	16%	(67)	16%	(67)	19%	(81)	41%	(175)	8%	(35)	426
Relig: Ath./Agn./None	12%	(61)	15%	(75)	17%	(89)	45%	(230)	12%	(61)	516
Relig: Something Else	7%	(22)	14%	(43)	24%	(77)	45%	(142)	10%	(31)	315
Relig: Jewish	14%	(7)	12%	(6)	15%	(8)	48%	(24)	11%	(6)	51
Relig: Evangelical	13%	(84)	13%	(81)	18%	(111)	45%	(280)	11%	(71)	626
Relig: Non-Evang. Catholics	9%	(46)	13%	(67)	20%	(107)	51%	(273)	8%	(44)	537
Relig: All Christian	11%	(130)	13%	(148)	19%	(218)	48%	(553)	10%	(115)	1163
Relig: All Non-Christian	10%	(82)	14%	(118)	20%	(166)	45%	(372)	11%	(93)	831
Community: Urban	18%	(101)	17%	(94)	17%	(96)	37%	(207)	10%	(57)	555
Community: Suburban	7%	(64)	13%	(117)	19%	(174)	49%	(444)	11%	(99)	898
Community: Rural	9%	(47)	10%	(56)	21%	(113)	50%	(276)	10%	(55)	547
Employ: Private Sector	14%	(92)	15%	(99)	20%	(128)	42%	(271)	9%	(55)	645
Employ: Government	14%	(20)	18%	(27)	17%	(25)	43%	(64)	9%	(14)	150
Employ: Self-Employed	14%	(24)	15%	(26)	26%	(45)	38%	(65)	6%	(10)	169
Employ: Homemaker	6%	(10)	16%	(29)	24%	(42)	43%	(76)	12%	(21)	178
Employ: Student	21%	(23)	19%	(21)	21%	(23)	31%	(33)	7%	(8)	106
Employ: Retired	—	(1)	4%	(16)	12%	(47)	72%	(286)	12%	(49)	399
Employ: Unemployed	10%	(17)	15%	(24)	19%	(31)	41%	(65)	15%	(24)	161
Employ: Other	13%	(25)	14%	(26)	22%	(42)	35%	(67)	16%	(31)	191
Job Type: White-collar	12%	(85)	14%	(105)	17%	(125)	49%	(357)	9%	(63)	734
Job Type: Blue-collar	11%	(91)	12%	(106)	19%	(166)	49%	(418)	9%	(75)	857
Job Type: Don't Know	9%	(36)	14%	(55)	23%	(93)	37%	(151)	18%	(73)	409
Military HH: Yes	15%	(58)	12%	(46)	16%	(62)	45%	(173)	12%	(45)	384
Military HH: No	10%	(154)	14%	(220)	20%	(321)	47%	(754)	10%	(167)	1616

Continued on next page

Table BRD10_7: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales? Gaming system, such as an X-Box One or PlayStation 4

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	11%	(212)	13%	(267)	19%	(383)	46%	(927)	11%	(211)	2000
RD/WT: Right Direction	18%	(105)	16%	(94)	18%	(106)	38%	(226)	11%	(68)	599
RD/WT: Wrong Track	8%	(107)	12%	(172)	20%	(277)	50%	(701)	10%	(143)	1401
Obama Job: Approve	14%	(149)	15%	(154)	20%	(207)	41%	(428)	9%	(97)	1035
Obama Job: Disapprove	7%	(60)	11%	(96)	19%	(163)	53%	(466)	10%	(89)	874
#1 Issue: Economy	9%	(60)	15%	(98)	20%	(129)	47%	(309)	9%	(62)	658
#1 Issue: Security	9%	(35)	11%	(41)	23%	(85)	46%	(170)	11%	(39)	372
#1 Issue: Health Care	14%	(39)	18%	(49)	15%	(43)	41%	(114)	12%	(34)	279
#1 Issue: Medicare / Social Security	7%	(16)	7%	(16)	11%	(24)	60%	(129)	14%	(31)	217
#1 Issue: Women's Issues	14%	(20)	16%	(23)	24%	(35)	39%	(56)	6%	(9)	143
#1 Issue: Education	16%	(21)	14%	(18)	28%	(37)	35%	(47)	8%	(10)	134
#1 Issue: Energy	17%	(15)	10%	(9)	14%	(13)	47%	(42)	11%	(10)	89
#1 Issue: Other	5%	(6)	11%	(12)	15%	(17)	54%	(58)	15%	(16)	109
2014 Vote: Democrat	13%	(95)	15%	(109)	18%	(133)	43%	(315)	10%	(74)	727
2014 Vote: Republican	8%	(43)	11%	(61)	19%	(102)	52%	(279)	9%	(47)	532
2014 Vote: Other	8%	(5)	18%	(11)	15%	(9)	44%	(27)	15%	(9)	61
2014 Vote: Didn't Vote	10%	(68)	13%	(85)	21%	(139)	45%	(304)	12%	(80)	676
2012 Vote: Barack Obama	15%	(120)	14%	(119)	18%	(150)	44%	(364)	8%	(68)	822
2012 Vote: Mitt Romney	7%	(40)	11%	(62)	19%	(110)	52%	(295)	10%	(57)	564
2012 Vote: Other	3%	(2)	11%	(8)	14%	(10)	53%	(39)	19%	(13)	72
2012 Vote: Didn't Vote	9%	(50)	14%	(76)	21%	(114)	42%	(228)	13%	(70)	538
4-Region: Northeast	13%	(46)	11%	(42)	19%	(70)	45%	(165)	12%	(42)	365
4-Region: Midwest	8%	(36)	15%	(63)	20%	(86)	46%	(198)	11%	(48)	430
4-Region: South	11%	(81)	12%	(91)	19%	(139)	47%	(351)	11%	(78)	740
4-Region: West	11%	(50)	15%	(71)	19%	(88)	46%	(213)	9%	(42)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_8: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
 Appliances

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	8%	(154)	13%	(269)	25%	(497)	44%	(875)	10%	(204)	2000
Gender: Male	11%	(103)	16%	(151)	25%	(242)	39%	(373)	10%	(94)	963
Gender: Female	5%	(51)	11%	(118)	25%	(255)	48%	(503)	11%	(110)	1037
Age: 18-29	14%	(58)	19%	(78)	31%	(130)	28%	(118)	8%	(33)	418
Age: 30-44	12%	(64)	14%	(76)	28%	(147)	34%	(177)	11%	(60)	523
Age: 45-54	4%	(17)	16%	(65)	25%	(104)	45%	(183)	10%	(40)	409
Age: 55-64	4%	(13)	10%	(28)	21%	(61)	54%	(157)	10%	(30)	289
Age: 65+	—	(2)	6%	(23)	15%	(55)	67%	(241)	11%	(41)	361
PID: Dem (no lean)	10%	(76)	14%	(102)	26%	(188)	40%	(287)	10%	(72)	724
PID: Ind (no lean)	6%	(42)	13%	(86)	24%	(162)	46%	(308)	11%	(72)	669
PID: Rep (no lean)	6%	(36)	13%	(81)	24%	(148)	46%	(281)	10%	(61)	607
PID/Gender: Dem Men	15%	(53)	17%	(59)	27%	(93)	33%	(115)	9%	(32)	351
PID/Gender: Dem Women	6%	(23)	12%	(43)	25%	(94)	46%	(173)	11%	(40)	374
PID/Gender: Ind Men	8%	(26)	15%	(49)	24%	(79)	41%	(134)	11%	(37)	324
PID/Gender: Ind Women	5%	(16)	11%	(37)	24%	(83)	50%	(173)	10%	(35)	345
PID/Gender: Rep Men	8%	(24)	15%	(44)	24%	(70)	43%	(124)	9%	(26)	288
PID/Gender: Rep Women	4%	(12)	12%	(37)	24%	(78)	49%	(157)	11%	(35)	319
Tea Party: Supporter	14%	(80)	17%	(94)	24%	(136)	37%	(207)	8%	(47)	564
Tea Party: Not Supporter	5%	(74)	12%	(174)	25%	(356)	47%	(665)	11%	(154)	1422
Ideo: Liberal (1-3)	11%	(78)	15%	(106)	27%	(189)	39%	(272)	8%	(58)	703
Ideo: Moderate (4)	7%	(29)	14%	(59)	27%	(111)	41%	(170)	10%	(40)	410
Ideo: Conservative (5-7)	5%	(34)	13%	(89)	21%	(142)	51%	(349)	10%	(66)	681
Educ: < College	7%	(95)	14%	(184)	25%	(333)	42%	(548)	11%	(147)	1307
Educ: Bachelors degree	6%	(21)	11%	(39)	26%	(97)	47%	(175)	10%	(37)	369
Educ: Post-grad	12%	(38)	14%	(46)	21%	(67)	47%	(153)	6%	(21)	324
Income: Under 50k	8%	(85)	13%	(141)	24%	(261)	42%	(462)	13%	(139)	1088
Income: 50k-100k	7%	(44)	14%	(92)	26%	(167)	46%	(297)	7%	(48)	647
Income: 100k+	10%	(25)	14%	(36)	26%	(70)	44%	(117)	7%	(18)	265

Continued on next page

Table BRD10_8: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Appliances

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	8%	(154)	13%	(269)	25%	(497)	44%	(875)	10%	(204)	2000
Ethnicity: White	6%	(99)	11%	(176)	24%	(386)	48%	(765)	10%	(165)	1591
Ethnicity: Hispanic	18%	(53)	24%	(71)	29%	(87)	23%	(70)	6%	(18)	299
Ethnicity: Afr. Am.	14%	(33)	21%	(50)	28%	(68)	28%	(67)	11%	(26)	244
Ethnicity: Other	13%	(22)	26%	(43)	27%	(44)	26%	(43)	8%	(13)	165
Relig: Protestant	5%	(25)	11%	(54)	21%	(107)	54%	(271)	8%	(42)	500
Relig: Roman Catholic	11%	(48)	17%	(71)	25%	(106)	39%	(167)	8%	(33)	426
Relig: Ath./Agn./None	6%	(32)	12%	(60)	24%	(122)	45%	(234)	13%	(67)	516
Relig: Something Else	7%	(22)	16%	(49)	31%	(98)	38%	(118)	8%	(26)	315
Relig: Jewish	12%	(6)	9%	(5)	26%	(13)	44%	(22)	9%	(5)	51
Relig: Evangelical	12%	(73)	14%	(90)	23%	(145)	41%	(254)	10%	(64)	626
Relig: Non-Evang. Catholics	5%	(26)	13%	(70)	24%	(130)	50%	(268)	8%	(44)	537
Relig: All Christian	9%	(99)	14%	(160)	24%	(275)	45%	(522)	9%	(107)	1163
Relig: All Non-Christian	7%	(55)	13%	(109)	27%	(221)	42%	(353)	11%	(94)	831
Community: Urban	14%	(76)	15%	(85)	25%	(141)	35%	(195)	10%	(58)	555
Community: Suburban	6%	(53)	13%	(114)	24%	(212)	47%	(424)	11%	(95)	898
Community: Rural	5%	(25)	13%	(70)	26%	(144)	47%	(256)	10%	(52)	547
Employ: Private Sector	12%	(76)	15%	(99)	25%	(162)	41%	(262)	7%	(45)	645
Employ: Government	8%	(11)	21%	(31)	22%	(34)	39%	(59)	10%	(15)	150
Employ: Self-Employed	6%	(11)	22%	(38)	29%	(50)	34%	(58)	8%	(13)	169
Employ: Homemaker	4%	(7)	14%	(25)	29%	(52)	42%	(75)	11%	(19)	178
Employ: Student	16%	(17)	17%	(18)	32%	(34)	31%	(33)	5%	(5)	106
Employ: Retired	2%	(7)	5%	(21)	18%	(70)	64%	(254)	12%	(47)	399
Employ: Unemployed	5%	(9)	8%	(13)	26%	(42)	43%	(69)	18%	(28)	161
Employ: Other	9%	(16)	13%	(24)	28%	(53)	35%	(66)	16%	(31)	191
Job Type: White-collar	9%	(68)	12%	(91)	23%	(171)	47%	(345)	8%	(59)	734
Job Type: Blue-collar	6%	(54)	14%	(123)	24%	(203)	47%	(403)	9%	(74)	857
Job Type: Don't Know	8%	(31)	13%	(54)	30%	(123)	31%	(128)	18%	(72)	409
Military HH: Yes	11%	(42)	15%	(57)	21%	(81)	41%	(157)	12%	(47)	384
Military HH: No	7%	(112)	13%	(212)	26%	(416)	44%	(718)	10%	(158)	1616

Continued on next page

Table BRD10_8: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Appliances

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	8%	(154)	13%	(269)	25%	(497)	44%	(875)	10%	(204)	2000
RD/WT: Right Direction	15%	(89)	16%	(94)	25%	(152)	34%	(202)	10%	(62)	599
RD/WT: Wrong Track	5%	(65)	12%	(175)	25%	(345)	48%	(674)	10%	(143)	1401
Obama Job: Approve	11%	(118)	16%	(167)	26%	(270)	38%	(392)	9%	(88)	1035
Obama Job: Disapprove	4%	(31)	10%	(90)	23%	(203)	52%	(457)	11%	(93)	874
#1 Issue: Economy	6%	(42)	14%	(92)	25%	(167)	45%	(299)	9%	(57)	658
#1 Issue: Security	7%	(24)	15%	(57)	28%	(103)	42%	(157)	8%	(31)	372
#1 Issue: Health Care	8%	(23)	15%	(42)	25%	(70)	40%	(112)	11%	(32)	279
#1 Issue: Medicare / Social Security	5%	(10)	9%	(20)	17%	(37)	53%	(115)	16%	(34)	217
#1 Issue: Women's Issues	11%	(15)	12%	(17)	30%	(42)	39%	(56)	9%	(13)	143
#1 Issue: Education	16%	(22)	22%	(29)	28%	(38)	27%	(35)	7%	(10)	134
#1 Issue: Energy	14%	(12)	9%	(8)	21%	(19)	48%	(43)	8%	(8)	89
#1 Issue: Other	4%	(5)	4%	(5)	19%	(21)	54%	(59)	18%	(20)	109
2014 Vote: Democrat	10%	(71)	16%	(113)	25%	(183)	39%	(286)	10%	(73)	727
2014 Vote: Republican	5%	(25)	12%	(66)	22%	(118)	52%	(275)	9%	(48)	532
2014 Vote: Other	5%	(3)	11%	(7)	23%	(14)	46%	(28)	16%	(10)	61
2014 Vote: Didn't Vote	8%	(54)	12%	(83)	27%	(181)	42%	(285)	11%	(73)	676
2012 Vote: Barack Obama	10%	(84)	15%	(125)	25%	(204)	41%	(340)	8%	(68)	822
2012 Vote: Mitt Romney	3%	(19)	12%	(65)	22%	(126)	53%	(296)	10%	(57)	564
2012 Vote: Other	4%	(3)	4%	(3)	28%	(20)	48%	(35)	16%	(12)	72
2012 Vote: Didn't Vote	9%	(47)	14%	(75)	27%	(147)	38%	(203)	12%	(66)	538
4-Region: Northeast	11%	(42)	11%	(41)	27%	(100)	40%	(145)	10%	(37)	365
4-Region: Midwest	5%	(23)	14%	(59)	24%	(102)	47%	(204)	10%	(43)	430
4-Region: South	7%	(54)	14%	(107)	24%	(181)	44%	(322)	10%	(76)	740
4-Region: West	7%	(35)	13%	(62)	25%	(115)	44%	(205)	10%	(48)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_9: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Furniture

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	7%	(132)	10%	(202)	26%	(529)	46%	(919)	11%	(217)	2000
Gender: Male	9%	(86)	13%	(122)	28%	(269)	40%	(389)	10%	(97)	963
Gender: Female	4%	(45)	8%	(81)	25%	(260)	51%	(530)	12%	(121)	1037
Age: 18-29	16%	(68)	15%	(64)	30%	(125)	30%	(126)	8%	(34)	418
Age: 30-44	9%	(48)	15%	(78)	28%	(144)	37%	(193)	12%	(61)	523
Age: 45-54	2%	(8)	7%	(30)	35%	(142)	44%	(178)	12%	(51)	409
Age: 55-64	1%	(4)	8%	(24)	21%	(60)	60%	(172)	10%	(28)	289
Age: 65+	1%	(3)	2%	(7)	16%	(58)	69%	(250)	12%	(43)	361
PID: Dem (no lean)	10%	(69)	11%	(80)	26%	(187)	43%	(315)	10%	(73)	724
PID: Ind (no lean)	6%	(37)	8%	(56)	27%	(181)	47%	(312)	12%	(82)	669
PID: Rep (no lean)	4%	(25)	11%	(66)	26%	(160)	48%	(293)	10%	(63)	607
PID/Gender: Dem Men	13%	(47)	15%	(52)	28%	(98)	35%	(122)	9%	(32)	351
PID/Gender: Dem Women	6%	(22)	7%	(28)	24%	(90)	52%	(193)	11%	(41)	374
PID/Gender: Ind Men	6%	(21)	11%	(34)	29%	(94)	42%	(136)	12%	(39)	324
PID/Gender: Ind Women	5%	(17)	6%	(22)	25%	(88)	51%	(176)	12%	(42)	345
PID/Gender: Rep Men	6%	(18)	12%	(35)	27%	(77)	46%	(131)	9%	(26)	288
PID/Gender: Rep Women	2%	(7)	10%	(30)	26%	(83)	51%	(161)	12%	(37)	319
Tea Party: Supporter	13%	(73)	13%	(72)	28%	(157)	39%	(218)	8%	(45)	564
Tea Party: Not Supporter	4%	(59)	9%	(130)	26%	(367)	49%	(698)	12%	(168)	1422
Ideo: Liberal (1-3)	11%	(76)	13%	(94)	26%	(183)	42%	(293)	8%	(57)	703
Ideo: Moderate (4)	5%	(19)	10%	(39)	30%	(122)	44%	(181)	12%	(49)	410
Ideo: Conservative (5-7)	4%	(27)	9%	(61)	24%	(165)	53%	(360)	10%	(69)	681
Educ: < College	7%	(87)	9%	(119)	28%	(366)	44%	(574)	12%	(160)	1307
Educ: Bachelors degree	5%	(19)	11%	(40)	24%	(87)	51%	(190)	9%	(33)	369
Educ: Post-grad	8%	(26)	13%	(43)	23%	(76)	48%	(155)	8%	(25)	324
Income: Under 50k	7%	(73)	9%	(103)	26%	(280)	45%	(488)	13%	(144)	1088
Income: 50k-100k	6%	(40)	10%	(67)	28%	(178)	48%	(309)	8%	(54)	647
Income: 100k+	7%	(19)	13%	(33)	27%	(71)	46%	(123)	7%	(19)	265

Continued on next page

Table BRD10_9: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
 Furniture

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	7%	(132)	10%	(202)	26%	(529)	46%	(919)	11%	(217)	2000
Ethnicity: White	5%	(83)	8%	(127)	27%	(423)	49%	(787)	11%	(172)	1591
Ethnicity: Hispanic	18%	(53)	15%	(45)	29%	(87)	32%	(96)	6%	(18)	299
Ethnicity: Afr. Am.	13%	(32)	17%	(41)	24%	(59)	34%	(82)	12%	(30)	244
Ethnicity: Other	10%	(17)	21%	(35)	29%	(48)	30%	(50)	9%	(15)	165
Relig: Protestant	5%	(23)	7%	(36)	25%	(124)	55%	(274)	9%	(43)	500
Relig: Roman Catholic	10%	(44)	14%	(61)	23%	(97)	45%	(193)	7%	(31)	426
Relig: Ath./Agn./None	6%	(30)	8%	(44)	27%	(137)	45%	(232)	14%	(74)	516
Relig: Something Else	6%	(19)	11%	(35)	30%	(95)	43%	(134)	10%	(32)	315
Relig: Jewish	10%	(5)	11%	(6)	19%	(10)	50%	(26)	9%	(5)	51
Relig: Evangelical	10%	(63)	11%	(72)	26%	(164)	41%	(254)	12%	(74)	626
Relig: Non-Evang. Catholics	4%	(21)	9%	(50)	25%	(134)	55%	(297)	7%	(35)	537
Relig: All Christian	7%	(83)	10%	(121)	26%	(298)	47%	(552)	9%	(109)	1163
Relig: All Non-Christian	6%	(49)	9%	(79)	28%	(231)	44%	(366)	13%	(106)	831
Community: Urban	11%	(63)	16%	(87)	24%	(133)	39%	(218)	10%	(53)	555
Community: Suburban	5%	(45)	8%	(75)	27%	(241)	48%	(431)	12%	(106)	898
Community: Rural	4%	(24)	7%	(40)	28%	(155)	49%	(270)	11%	(58)	547
Employ: Private Sector	8%	(55)	14%	(87)	29%	(186)	41%	(265)	8%	(51)	645
Employ: Government	8%	(12)	13%	(19)	26%	(39)	42%	(63)	11%	(17)	150
Employ: Self-Employed	7%	(12)	12%	(21)	31%	(52)	41%	(70)	8%	(14)	169
Employ: Homemaker	6%	(11)	9%	(16)	31%	(56)	44%	(78)	10%	(17)	178
Employ: Student	18%	(19)	10%	(11)	33%	(35)	32%	(34)	7%	(7)	106
Employ: Retired	1%	(3)	5%	(18)	14%	(56)	68%	(270)	13%	(52)	399
Employ: Unemployed	4%	(7)	7%	(12)	29%	(47)	41%	(67)	18%	(29)	161
Employ: Other	7%	(13)	10%	(19)	30%	(58)	38%	(72)	15%	(29)	191
Job Type: White-collar	7%	(55)	12%	(88)	25%	(181)	48%	(352)	8%	(59)	734
Job Type: Blue-collar	5%	(44)	9%	(78)	27%	(229)	50%	(426)	9%	(80)	857
Job Type: Don't Know	8%	(33)	9%	(36)	29%	(119)	35%	(142)	19%	(78)	409
Military HH: Yes	10%	(38)	10%	(40)	25%	(95)	42%	(162)	13%	(49)	384
Military HH: No	6%	(93)	10%	(162)	27%	(434)	47%	(757)	10%	(169)	1616

Continued on next page

Table BRD10_9: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?

Furniture

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	7%	(132)	10%	(202)	26%	(529)	46%	(919)	11%	(217)	2000
RD/WT: Right Direction	13%	(79)	14%	(83)	24%	(143)	38%	(226)	11%	(68)	599
RD/WT: Wrong Track	4%	(52)	9%	(119)	28%	(386)	50%	(694)	11%	(149)	1401
Obama Job: Approve	11%	(113)	12%	(126)	28%	(285)	40%	(417)	9%	(94)	1035
Obama Job: Disapprove	2%	(17)	8%	(69)	24%	(214)	54%	(476)	11%	(99)	874
#1 Issue: Economy	5%	(31)	8%	(51)	31%	(204)	48%	(316)	9%	(57)	658
#1 Issue: Security	5%	(19)	10%	(38)	29%	(109)	46%	(173)	9%	(33)	372
#1 Issue: Health Care	8%	(22)	13%	(38)	23%	(65)	43%	(120)	12%	(35)	279
#1 Issue: Medicare / Social Security	5%	(11)	8%	(17)	13%	(29)	55%	(120)	19%	(40)	217
#1 Issue: Women's Issues	12%	(17)	12%	(17)	31%	(44)	38%	(54)	7%	(11)	143
#1 Issue: Education	11%	(15)	23%	(30)	30%	(40)	30%	(40)	6%	(8)	134
#1 Issue: Energy	14%	(13)	6%	(6)	18%	(16)	48%	(43)	13%	(12)	89
#1 Issue: Other	4%	(4)	6%	(6)	20%	(22)	50%	(55)	20%	(22)	109
2014 Vote: Democrat	8%	(55)	13%	(94)	27%	(199)	42%	(306)	10%	(73)	727
2014 Vote: Republican	4%	(19)	9%	(48)	24%	(128)	54%	(288)	9%	(49)	532
2014 Vote: Other	3%	(2)	7%	(4)	28%	(17)	46%	(28)	16%	(10)	61
2014 Vote: Didn't Vote	8%	(55)	8%	(57)	27%	(185)	44%	(295)	12%	(84)	676
2012 Vote: Barack Obama	9%	(71)	13%	(109)	26%	(213)	43%	(357)	9%	(72)	822
2012 Vote: Mitt Romney	3%	(14)	8%	(46)	25%	(139)	54%	(303)	11%	(62)	564
2012 Vote: Other	—	(0)	4%	(3)	27%	(20)	56%	(41)	13%	(9)	72
2012 Vote: Didn't Vote	9%	(46)	8%	(44)	29%	(157)	40%	(218)	14%	(73)	538
4-Region: Northeast	9%	(34)	11%	(41)	24%	(86)	46%	(168)	10%	(36)	365
4-Region: Midwest	6%	(24)	11%	(45)	28%	(122)	45%	(193)	11%	(46)	430
4-Region: South	6%	(42)	9%	(70)	26%	(192)	47%	(349)	12%	(88)	740
4-Region: West	7%	(32)	10%	(46)	28%	(129)	45%	(210)	10%	(48)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD10_10: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?
Tools

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	8%	(155)	18%	(357)	24%	(471)	40%	(790)	11%	(227)	2000
Gender: Male	11%	(107)	22%	(212)	25%	(236)	32%	(307)	10%	(100)	963
Gender: Female	5%	(48)	14%	(145)	23%	(235)	47%	(483)	12%	(127)	1037
Age: 18-29	15%	(61)	18%	(75)	27%	(114)	31%	(129)	9%	(39)	418
Age: 30-44	10%	(52)	22%	(115)	25%	(133)	31%	(162)	12%	(62)	523
Age: 45-54	6%	(25)	19%	(77)	24%	(99)	39%	(160)	12%	(49)	409
Age: 55-64	5%	(15)	17%	(49)	22%	(63)	47%	(135)	9%	(26)	289
Age: 65+	1%	(3)	11%	(41)	17%	(61)	57%	(205)	14%	(51)	361
PID: Dem (no lean)	10%	(74)	18%	(132)	21%	(156)	39%	(284)	11%	(79)	724
PID: Ind (no lean)	6%	(39)	16%	(109)	25%	(167)	40%	(268)	13%	(85)	669
PID: Rep (no lean)	7%	(42)	19%	(116)	24%	(148)	39%	(238)	10%	(62)	607
PID/Gender: Dem Men	15%	(52)	23%	(81)	23%	(79)	30%	(103)	10%	(36)	351
PID/Gender: Dem Women	6%	(22)	14%	(51)	20%	(77)	48%	(180)	12%	(43)	374
PID/Gender: Ind Men	8%	(26)	21%	(67)	25%	(80)	34%	(112)	12%	(39)	324
PID/Gender: Ind Women	4%	(14)	12%	(42)	25%	(87)	45%	(157)	13%	(46)	345
PID/Gender: Rep Men	10%	(30)	22%	(65)	27%	(76)	32%	(92)	9%	(25)	288
PID/Gender: Rep Women	4%	(12)	16%	(51)	22%	(71)	46%	(146)	12%	(37)	319
Tea Party: Supporter	15%	(87)	20%	(111)	25%	(139)	32%	(183)	8%	(44)	564
Tea Party: Not Supporter	5%	(68)	17%	(244)	23%	(328)	42%	(603)	13%	(179)	1422
Ideo: Liberal (1-3)	10%	(69)	18%	(130)	24%	(166)	40%	(279)	8%	(59)	703
Ideo: Moderate (4)	6%	(24)	18%	(72)	24%	(99)	40%	(165)	12%	(49)	410
Ideo: Conservative (5-7)	7%	(47)	18%	(124)	23%	(156)	42%	(283)	10%	(70)	681
Educ: < College	8%	(98)	18%	(230)	24%	(316)	38%	(493)	13%	(169)	1307
Educ: Bachelors degree	6%	(22)	17%	(63)	24%	(87)	45%	(166)	8%	(31)	369
Educ: Post-grad	11%	(35)	19%	(63)	21%	(68)	40%	(131)	8%	(27)	324
Income: Under 50k	8%	(83)	17%	(182)	23%	(250)	39%	(425)	14%	(148)	1088
Income: 50k-100k	7%	(45)	20%	(126)	23%	(150)	41%	(267)	9%	(59)	647
Income: 100k+	11%	(28)	18%	(49)	27%	(71)	37%	(98)	7%	(19)	265

Continued on next page

Table BRD10_10: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?

Tools

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	8%	(155)	18%	(357)	24%	(471)	40%	(790)	11%	(227)	2000
Ethnicity: White	7%	(113)	17%	(276)	23%	(358)	42%	(663)	11%	(181)	1591
Ethnicity: Hispanic	16%	(46)	20%	(60)	28%	(83)	29%	(87)	8%	(23)	299
Ethnicity: Afr. Am.	12%	(28)	19%	(46)	24%	(59)	34%	(82)	12%	(29)	244
Ethnicity: Other	9%	(14)	21%	(35)	33%	(54)	28%	(46)	10%	(17)	165
Relig: Protestant	7%	(34)	19%	(95)	21%	(103)	44%	(219)	10%	(49)	500
Relig: Roman Catholic	10%	(41)	22%	(94)	23%	(99)	36%	(152)	9%	(40)	426
Relig: Ath./Agn./None	7%	(36)	17%	(86)	24%	(122)	39%	(199)	14%	(73)	516
Relig: Something Else	10%	(30)	14%	(45)	25%	(78)	41%	(129)	10%	(32)	315
Relig: Jewish	11%	(6)	10%	(5)	22%	(11)	47%	(24)	10%	(5)	51
Relig: Evangelical	9%	(59)	20%	(124)	23%	(146)	37%	(229)	11%	(67)	626
Relig: Non-Evang. Catholics	6%	(31)	19%	(101)	23%	(122)	43%	(233)	9%	(50)	537
Relig: All Christian	8%	(90)	19%	(225)	23%	(268)	40%	(462)	10%	(117)	1163
Relig: All Non-Christian	8%	(65)	16%	(131)	24%	(200)	39%	(328)	13%	(106)	831
Community: Urban	11%	(60)	20%	(113)	24%	(131)	34%	(189)	11%	(61)	555
Community: Suburban	7%	(60)	17%	(150)	24%	(211)	42%	(378)	11%	(99)	898
Community: Rural	6%	(35)	17%	(94)	23%	(128)	41%	(223)	12%	(67)	547
Employ: Private Sector	11%	(73)	20%	(132)	26%	(166)	34%	(222)	8%	(51)	645
Employ: Government	12%	(17)	19%	(29)	19%	(28)	39%	(58)	12%	(18)	150
Employ: Self-Employed	10%	(16)	22%	(37)	28%	(48)	34%	(57)	7%	(12)	169
Employ: Homemaker	3%	(6)	16%	(29)	25%	(45)	46%	(81)	10%	(18)	178
Employ: Student	17%	(18)	14%	(15)	30%	(32)	31%	(33)	7%	(8)	106
Employ: Retired	1%	(3)	15%	(59)	17%	(69)	54%	(215)	13%	(54)	399
Employ: Unemployed	5%	(8)	15%	(24)	21%	(34)	42%	(67)	17%	(27)	161
Employ: Other	7%	(14)	17%	(32)	26%	(49)	30%	(56)	21%	(40)	191
Job Type: White-collar	9%	(64)	16%	(121)	24%	(179)	42%	(308)	8%	(62)	734
Job Type: Blue-collar	7%	(63)	19%	(164)	23%	(195)	41%	(351)	10%	(84)	857
Job Type: Don't Know	7%	(28)	18%	(73)	24%	(96)	32%	(131)	20%	(81)	409
Military HH: Yes	12%	(46)	19%	(74)	20%	(77)	36%	(136)	13%	(50)	384
Military HH: No	7%	(109)	18%	(283)	24%	(393)	40%	(654)	11%	(177)	1616

Continued on next page

Table BRD10_10: Are you planning on purchasing any of the following the weekend after Thanksgiving, for Black Friday and other sales?

Tools

Demographic	Yes, definitely will		Yes, probably will		No, probably not		No, definitely not		Don't Know / No Opinion		Total N
Registered Voters	8%	(155)	18%	(357)	24%	(471)	40%	(790)	11%	(227)	2000
RD/WT: Right Direction	13%	(78)	21%	(126)	21%	(128)	34%	(202)	11%	(65)	599
RD/WT: Wrong Track	6%	(77)	16%	(231)	24%	(342)	42%	(588)	12%	(162)	1401
Obama Job: Approve	10%	(109)	18%	(184)	24%	(253)	38%	(390)	10%	(99)	1035
Obama Job: Disapprove	5%	(45)	18%	(159)	22%	(196)	43%	(374)	12%	(101)	874
#1 Issue: Economy	6%	(39)	16%	(106)	28%	(182)	40%	(265)	10%	(66)	658
#1 Issue: Security	10%	(39)	16%	(60)	25%	(93)	39%	(144)	10%	(37)	372
#1 Issue: Health Care	8%	(23)	25%	(70)	20%	(56)	36%	(100)	11%	(30)	279
#1 Issue: Medicare / Social Security	4%	(9)	18%	(40)	14%	(30)	47%	(101)	17%	(37)	217
#1 Issue: Women's Issues	8%	(12)	19%	(28)	26%	(37)	40%	(57)	7%	(10)	143
#1 Issue: Education	12%	(15)	19%	(25)	32%	(43)	27%	(36)	11%	(15)	134
#1 Issue: Energy	16%	(14)	11%	(10)	18%	(16)	45%	(40)	11%	(10)	89
#1 Issue: Other	4%	(4)	16%	(18)	14%	(15)	44%	(47)	22%	(24)	109
2014 Vote: Democrat	9%	(68)	20%	(146)	24%	(174)	37%	(271)	9%	(68)	727
2014 Vote: Republican	7%	(37)	16%	(87)	23%	(120)	44%	(235)	10%	(52)	532
2014 Vote: Other	9%	(6)	11%	(7)	15%	(9)	44%	(27)	21%	(13)	61
2014 Vote: Didn't Vote	6%	(43)	17%	(117)	25%	(166)	38%	(256)	14%	(94)	676
2012 Vote: Barack Obama	10%	(83)	18%	(147)	25%	(202)	39%	(320)	8%	(69)	822
2012 Vote: Mitt Romney	6%	(31)	19%	(105)	21%	(118)	43%	(245)	12%	(65)	564
2012 Vote: Other	2%	(2)	16%	(11)	23%	(17)	42%	(30)	18%	(13)	72
2012 Vote: Didn't Vote	7%	(39)	17%	(94)	25%	(134)	36%	(194)	14%	(77)	538
4-Region: Northeast	9%	(35)	15%	(55)	25%	(90)	39%	(144)	11%	(42)	365
4-Region: Midwest	7%	(30)	18%	(77)	25%	(106)	38%	(163)	13%	(54)	430
4-Region: South	7%	(55)	20%	(150)	22%	(161)	40%	(292)	11%	(82)	740
4-Region: West	8%	(36)	16%	(75)	24%	(114)	41%	(191)	11%	(49)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_1: When it comes to holiday shopping, how difficult is it to shop for each of the following?
Husband

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	11%	(213)	15%	(295)	14%	(277)	16%	(318)	45%	(896)	2000
Gender: Male	8%	(72)	10%	(92)	10%	(100)	12%	(118)	60%	(581)	963
Gender: Female	14%	(141)	20%	(203)	17%	(178)	19%	(200)	30%	(315)	1037
Age: 18-29	18%	(75)	19%	(78)	15%	(64)	13%	(54)	35%	(147)	418
Age: 30-44	14%	(71)	19%	(100)	16%	(84)	17%	(87)	35%	(181)	523
Age: 45-54	8%	(31)	13%	(53)	14%	(59)	16%	(64)	49%	(203)	409
Age: 55-64	5%	(14)	11%	(33)	11%	(31)	15%	(45)	58%	(166)	289
Age: 65+	6%	(22)	9%	(32)	11%	(40)	19%	(68)	55%	(199)	361
PID: Dem (no lean)	13%	(92)	14%	(103)	14%	(98)	16%	(116)	43%	(315)	724
PID: Ind (no lean)	10%	(67)	12%	(83)	15%	(102)	14%	(94)	48%	(323)	669
PID: Rep (no lean)	9%	(54)	18%	(109)	13%	(78)	18%	(107)	43%	(259)	607
PID/Gender: Dem Men	12%	(43)	11%	(40)	10%	(36)	13%	(45)	53%	(187)	351
PID/Gender: Dem Women	13%	(49)	17%	(63)	17%	(62)	19%	(72)	34%	(128)	374
PID/Gender: Ind Men	6%	(18)	8%	(27)	12%	(37)	9%	(31)	65%	(211)	324
PID/Gender: Ind Women	14%	(49)	16%	(56)	19%	(65)	18%	(64)	32%	(111)	345
PID/Gender: Rep Men	4%	(12)	9%	(25)	9%	(26)	15%	(42)	64%	(183)	288
PID/Gender: Rep Women	13%	(42)	26%	(84)	16%	(51)	20%	(65)	24%	(76)	319
Tea Party: Supporter	14%	(77)	17%	(99)	15%	(85)	16%	(92)	38%	(212)	564
Tea Party: Not Supporter	9%	(134)	14%	(195)	13%	(191)	16%	(222)	48%	(680)	1422
Ideo: Liberal (1-3)	14%	(95)	18%	(123)	16%	(110)	15%	(103)	39%	(272)	703
Ideo: Moderate (4)	10%	(40)	15%	(60)	14%	(57)	14%	(59)	47%	(193)	410
Ideo: Conservative (5-7)	7%	(50)	13%	(89)	13%	(88)	18%	(122)	49%	(331)	681
Educ: < College	12%	(153)	15%	(194)	13%	(174)	16%	(210)	44%	(575)	1307
Educ: Bachelors degree	8%	(29)	17%	(62)	17%	(61)	13%	(47)	46%	(170)	369
Educ: Post-grad	10%	(32)	12%	(39)	13%	(42)	19%	(60)	47%	(151)	324
Income: Under 50k	11%	(123)	12%	(131)	13%	(136)	15%	(162)	49%	(535)	1088
Income: 50k-100k	10%	(66)	18%	(115)	16%	(105)	17%	(110)	39%	(250)	647
Income: 100k+	9%	(24)	18%	(49)	14%	(36)	17%	(45)	42%	(111)	265

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**Table BRD11_1: When it comes to holiday shopping, how difficult is it to shop for each of the following?
 Husband**

Demographic	Very difficult	Somewhat difficult	Not too difficult	Not difficult at all	Don't Know / No Opinion	Total N
Registered Voters	11% (213)	15% (295)	14% (277)	16% (318)	45% (896)	2000
Ethnicity: White	11% (169)	15% (240)	13% (213)	16% (254)	45% (714)	1591
Ethnicity: Hispanic	18% (54)	18% (54)	14% (41)	17% (50)	34% (101)	299
Ethnicity: Afr. Am.	11% (27)	13% (31)	15% (37)	16% (40)	44% (109)	244
Ethnicity: Other	11% (17)	15% (24)	16% (27)	14% (24)	44% (73)	165
Relig: Protestant	9% (47)	12% (62)	14% (70)	17% (85)	47% (237)	500
Relig: Roman Catholic	11% (46)	14% (60)	13% (56)	18% (75)	44% (189)	426
Relig: Ath./Agn./None	10% (52)	17% (90)	13% (69)	13% (66)	46% (240)	516
Relig: Something Else	11% (35)	17% (53)	15% (48)	13% (42)	44% (137)	315
Relig: Jewish	8% (4)	20% (10)	11% (6)	14% (7)	46% (24)	51
Relig: Evangelical	13% (84)	13% (79)	15% (93)	19% (118)	40% (253)	626
Relig: Non-Evang. Catholics	8% (42)	14% (73)	13% (67)	17% (92)	49% (262)	537
Relig: All Christian	11% (126)	13% (153)	14% (160)	18% (210)	44% (515)	1163
Relig: All Non-Christian	10% (87)	17% (143)	14% (117)	13% (107)	45% (377)	831
Community: Urban	13% (72)	14% (77)	17% (92)	15% (82)	42% (231)	555
Community: Suburban	9% (78)	15% (135)	12% (112)	16% (145)	48% (430)	898
Community: Rural	12% (64)	15% (84)	13% (74)	17% (91)	43% (235)	547
Employ: Private Sector	10% (65)	15% (100)	16% (105)	14% (90)	44% (286)	645
Employ: Government	10% (15)	17% (26)	17% (25)	19% (29)	37% (56)	150
Employ: Self-Employed	9% (15)	14% (25)	9% (15)	23% (40)	44% (75)	169
Employ: Homemaker	21% (37)	31% (55)	20% (36)	16% (28)	13% (23)	178
Employ: Student	19% (20)	13% (14)	10% (11)	13% (14)	45% (48)	106
Employ: Retired	5% (21)	8% (34)	11% (46)	17% (68)	58% (231)	399
Employ: Unemployed	7% (11)	11% (17)	6% (9)	15% (24)	62% (100)	161
Employ: Other	16% (31)	13% (25)	16% (32)	14% (26)	40% (77)	191
Job Type: White-collar	10% (77)	15% (111)	16% (121)	16% (119)	42% (307)	734
Job Type: Blue-collar	9% (81)	15% (132)	13% (111)	17% (143)	45% (389)	857
Job Type: Don't Know	14% (56)	13% (52)	11% (45)	14% (56)	49% (200)	409
Military HH: Yes	11% (44)	15% (58)	16% (63)	16% (61)	41% (158)	384
Military HH: No	10% (169)	15% (237)	13% (215)	16% (257)	46% (738)	1616

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Table BRD11_1: When it comes to holiday shopping, how difficult is it to shop for each of the following?

Husband

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	11%	(213)	15%	(295)	14%	(277)	16%	(318)	45%	(896)	2000
RD/WT: Right Direction	13%	(78)	16%	(94)	16%	(96)	14%	(83)	41%	(248)	599
RD/WT: Wrong Track	10%	(135)	14%	(201)	13%	(182)	17%	(234)	46%	(648)	1401
Obama Job: Approve	13%	(134)	16%	(162)	14%	(149)	15%	(153)	42%	(437)	1035
Obama Job: Disapprove	8%	(66)	14%	(122)	14%	(120)	17%	(152)	47%	(414)	874
#1 Issue: Economy	9%	(59)	14%	(93)	14%	(91)	16%	(103)	47%	(312)	658
#1 Issue: Security	6%	(23)	16%	(59)	13%	(49)	17%	(63)	48%	(178)	372
#1 Issue: Health Care	14%	(38)	19%	(53)	15%	(41)	15%	(41)	38%	(106)	279
#1 Issue: Medicare / Social Security	9%	(20)	10%	(22)	12%	(26)	17%	(37)	51%	(111)	217
#1 Issue: Women's Issues	22%	(31)	16%	(23)	13%	(18)	17%	(24)	32%	(46)	143
#1 Issue: Education	15%	(19)	14%	(19)	18%	(23)	18%	(25)	35%	(47)	134
#1 Issue: Energy	13%	(11)	20%	(18)	19%	(17)	14%	(13)	34%	(30)	89
#1 Issue: Other	9%	(10)	9%	(9)	10%	(11)	11%	(12)	60%	(65)	109
2014 Vote: Democrat	10%	(74)	16%	(114)	15%	(110)	15%	(112)	44%	(316)	727
2014 Vote: Republican	8%	(43)	14%	(73)	14%	(74)	19%	(102)	45%	(239)	532
2014 Vote: Other	8%	(5)	12%	(7)	10%	(6)	14%	(9)	56%	(34)	61
2014 Vote: Didn't Vote	13%	(91)	15%	(101)	13%	(86)	14%	(95)	45%	(303)	676
2012 Vote: Barack Obama	11%	(87)	16%	(127)	16%	(128)	15%	(125)	43%	(354)	822
2012 Vote: Mitt Romney	8%	(47)	14%	(80)	13%	(76)	18%	(104)	45%	(257)	564
2012 Vote: Other	2%	(2)	16%	(11)	11%	(8)	16%	(12)	54%	(39)	72
2012 Vote: Didn't Vote	14%	(76)	14%	(76)	12%	(65)	14%	(77)	45%	(243)	538
4-Region: Northeast	10%	(37)	16%	(59)	16%	(57)	13%	(49)	45%	(163)	365
4-Region: Midwest	12%	(51)	14%	(59)	14%	(60)	16%	(67)	45%	(194)	430
4-Region: South	11%	(85)	17%	(127)	13%	(98)	16%	(119)	42%	(312)	740
4-Region: West	9%	(41)	11%	(51)	13%	(62)	18%	(83)	49%	(228)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_2: *When it comes to holiday shopping, how difficult is it to shop for each of the following?*
 Wife

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	10%	(208)	12%	(244)	12%	(232)	14%	(273)	52%	(1042)	2000
Gender: Male	17%	(160)	20%	(195)	18%	(169)	17%	(164)	29%	(275)	963
Gender: Female	5%	(48)	5%	(50)	6%	(64)	11%	(109)	74%	(767)	1037
Age: 18-29	16%	(65)	13%	(55)	13%	(53)	8%	(33)	51%	(212)	418
Age: 30-44	11%	(56)	13%	(68)	13%	(66)	14%	(75)	49%	(257)	523
Age: 45-54	11%	(46)	11%	(44)	10%	(39)	15%	(60)	53%	(219)	409
Age: 55-64	6%	(18)	9%	(26)	12%	(35)	17%	(49)	55%	(160)	289
Age: 65+	6%	(23)	14%	(50)	11%	(39)	15%	(56)	54%	(194)	361
PID: Dem (no lean)	11%	(79)	12%	(90)	12%	(86)	14%	(99)	51%	(370)	724
PID: Ind (no lean)	11%	(73)	10%	(68)	10%	(68)	13%	(86)	56%	(374)	669
PID: Rep (no lean)	9%	(56)	14%	(87)	13%	(79)	14%	(87)	49%	(298)	607
PID/Gender: Dem Men	18%	(64)	21%	(73)	18%	(62)	18%	(61)	26%	(91)	351
PID/Gender: Dem Women	4%	(16)	5%	(17)	6%	(23)	10%	(38)	75%	(280)	374
PID/Gender: Ind Men	17%	(55)	15%	(50)	15%	(49)	18%	(57)	35%	(113)	324
PID/Gender: Ind Women	5%	(18)	5%	(18)	6%	(19)	9%	(29)	76%	(261)	345
PID/Gender: Rep Men	14%	(41)	25%	(72)	20%	(58)	16%	(46)	25%	(72)	288
PID/Gender: Rep Women	5%	(15)	5%	(15)	7%	(21)	13%	(42)	71%	(226)	319
Tea Party: Supporter	15%	(84)	16%	(88)	14%	(80)	17%	(96)	38%	(217)	564
Tea Party: Not Supporter	9%	(124)	11%	(156)	11%	(153)	12%	(177)	57%	(813)	1422
Ideo: Liberal (1-3)	13%	(90)	13%	(92)	12%	(85)	11%	(81)	51%	(355)	703
Ideo: Moderate (4)	10%	(41)	11%	(47)	13%	(53)	13%	(53)	53%	(216)	410
Ideo: Conservative (5-7)	7%	(50)	14%	(93)	12%	(83)	17%	(114)	50%	(341)	681
Educ: < College	12%	(152)	10%	(135)	11%	(149)	13%	(173)	53%	(699)	1307
Educ: Bachelors degree	8%	(29)	14%	(51)	12%	(43)	13%	(49)	54%	(198)	369
Educ: Post-grad	9%	(28)	18%	(59)	13%	(41)	16%	(51)	45%	(146)	324
Income: Under 50k	11%	(117)	10%	(105)	10%	(112)	13%	(138)	57%	(615)	1088
Income: 50k-100k	11%	(69)	14%	(89)	12%	(79)	14%	(93)	49%	(317)	647
Income: 100k+	8%	(22)	19%	(50)	15%	(41)	16%	(42)	42%	(110)	265

Continued on next page

Table BRD11_2: When it comes to holiday shopping, how difficult is it to shop for each of the following?

Wife

Demographic	Very difficult	Somewhat difficult	Not too difficult	Not difficult at all	Don't Know / No Opinion	Total N
Registered Voters	10% (208)	12% (244)	12% (232)	14% (273)	52% (1042)	2000
Ethnicity: White	9% (143)	12% (197)	11% (169)	13% (213)	55% (868)	1591
Ethnicity: Hispanic	19% (57)	18% (53)	11% (34)	13% (38)	39% (117)	299
Ethnicity: Afr. Am.	17% (42)	8% (19)	18% (44)	16% (38)	42% (102)	244
Ethnicity: Other	14% (23)	17% (29)	12% (20)	13% (22)	43% (72)	165
Relig: Protestant	10% (50)	14% (68)	12% (59)	15% (75)	49% (247)	500
Relig: Roman Catholic	12% (51)	15% (64)	13% (55)	16% (70)	44% (185)	426
Relig: Ath./Agn./None	10% (49)	10% (54)	11% (57)	11% (58)	58% (298)	516
Relig: Something Else	8% (25)	12% (39)	13% (40)	10% (33)	57% (178)	315
Relig: Jewish	9% (4)	17% (9)	9% (5)	14% (7)	51% (26)	51
Relig: Evangelical	13% (84)	11% (70)	12% (75)	16% (100)	47% (297)	626
Relig: Non-Evang. Catholics	9% (50)	15% (82)	11% (60)	15% (81)	49% (264)	537
Relig: All Christian	11% (134)	13% (151)	12% (135)	16% (182)	48% (561)	1163
Relig: All Non-Christian	9% (74)	11% (93)	12% (97)	11% (91)	57% (475)	831
Community: Urban	14% (78)	14% (76)	13% (71)	13% (71)	47% (259)	555
Community: Suburban	8% (71)	12% (106)	12% (103)	15% (132)	54% (486)	898
Community: Rural	11% (60)	11% (62)	11% (58)	13% (70)	54% (297)	547
Employ: Private Sector	10% (67)	16% (101)	13% (86)	16% (100)	45% (290)	645
Employ: Government	9% (13)	15% (22)	15% (23)	18% (27)	44% (65)	150
Employ: Self-Employed	15% (26)	7% (12)	18% (30)	15% (25)	45% (77)	169
Employ: Homemaker	3% (6)	11% (20)	8% (14)	6% (10)	72% (129)	178
Employ: Student	19% (20)	8% (9)	15% (16)	8% (9)	50% (53)	106
Employ: Retired	7% (27)	12% (47)	10% (39)	15% (61)	56% (225)	399
Employ: Unemployed	11% (17)	8% (13)	6% (10)	11% (17)	64% (103)	161
Employ: Other	17% (32)	10% (20)	8% (15)	13% (25)	52% (99)	191
Job Type: White-collar	9% (65)	15% (109)	12% (87)	15% (111)	49% (363)	734
Job Type: Blue-collar	11% (94)	12% (102)	12% (107)	14% (124)	50% (430)	857
Job Type: Don't Know	12% (49)	8% (33)	10% (39)	9% (38)	61% (249)	409
Military HH: Yes	16% (63)	15% (59)	16% (60)	16% (62)	37% (141)	384
Military HH: No	9% (146)	11% (185)	11% (173)	13% (211)	56% (901)	1616

Continued on next page

Table BRD11_2: When it comes to holiday shopping, how difficult is it to shop for each of the following?
 Wife

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	10%	(208)	12%	(244)	12%	(232)	14%	(273)	52%	(1042)	2000
RD/WT: Right Direction	14%	(83)	15%	(92)	15%	(88)	13%	(76)	43%	(260)	599
RD/WT: Wrong Track	9%	(125)	11%	(152)	10%	(144)	14%	(197)	56%	(782)	1401
Obama Job: Approve	13%	(135)	12%	(126)	12%	(126)	13%	(134)	50%	(513)	1035
Obama Job: Disapprove	7%	(61)	13%	(115)	11%	(99)	15%	(132)	53%	(467)	874
#1 Issue: Economy	12%	(81)	11%	(72)	12%	(82)	12%	(78)	52%	(345)	658
#1 Issue: Security	7%	(28)	14%	(51)	13%	(47)	17%	(63)	49%	(184)	372
#1 Issue: Health Care	11%	(30)	14%	(39)	13%	(35)	16%	(45)	47%	(130)	279
#1 Issue: Medicare / Social Security	9%	(20)	12%	(27)	10%	(21)	14%	(30)	55%	(119)	217
#1 Issue: Women's Issues	11%	(16)	10%	(14)	7%	(10)	8%	(12)	64%	(91)	143
#1 Issue: Education	11%	(15)	12%	(17)	13%	(17)	15%	(20)	49%	(65)	134
#1 Issue: Energy	13%	(12)	12%	(11)	14%	(12)	12%	(10)	49%	(44)	89
#1 Issue: Other	7%	(8)	13%	(14)	7%	(8)	14%	(15)	59%	(64)	109
2014 Vote: Democrat	11%	(83)	12%	(90)	12%	(88)	13%	(92)	51%	(374)	727
2014 Vote: Republican	8%	(43)	15%	(81)	14%	(73)	16%	(83)	47%	(251)	532
2014 Vote: Other	10%	(6)	10%	(6)	6%	(4)	15%	(9)	59%	(36)	61
2014 Vote: Didn't Vote	11%	(76)	10%	(66)	10%	(66)	13%	(89)	56%	(379)	676
2012 Vote: Barack Obama	13%	(105)	12%	(98)	12%	(99)	12%	(102)	51%	(418)	822
2012 Vote: Mitt Romney	5%	(31)	14%	(82)	12%	(70)	16%	(92)	51%	(290)	564
2012 Vote: Other	9%	(7)	11%	(8)	12%	(9)	11%	(8)	57%	(41)	72
2012 Vote: Didn't Vote	12%	(66)	10%	(55)	10%	(55)	13%	(71)	54%	(290)	538
4-Region: Northeast	11%	(39)	14%	(50)	10%	(36)	14%	(53)	51%	(188)	365
4-Region: Midwest	9%	(40)	14%	(59)	12%	(51)	13%	(54)	53%	(226)	430
4-Region: South	10%	(73)	12%	(86)	12%	(91)	15%	(108)	52%	(383)	740
4-Region: West	12%	(57)	11%	(50)	12%	(54)	12%	(58)	53%	(246)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_3: When it comes to holiday shopping, how difficult is it to shop for each of the following?

In laws

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	15%	(301)	17%	(343)	16%	(325)	14%	(276)	38%	(755)	2000
Gender: Male	15%	(141)	17%	(167)	19%	(181)	14%	(139)	35%	(335)	963
Gender: Female	15%	(161)	17%	(176)	14%	(144)	13%	(136)	41%	(421)	1037
Age: 18-29	21%	(87)	23%	(94)	19%	(79)	7%	(27)	31%	(130)	418
Age: 30-44	20%	(106)	20%	(106)	19%	(99)	15%	(76)	26%	(136)	523
Age: 45-54	14%	(56)	16%	(67)	17%	(69)	15%	(61)	38%	(157)	409
Age: 55-64	8%	(25)	12%	(35)	14%	(41)	16%	(47)	49%	(141)	289
Age: 65+	8%	(27)	11%	(41)	10%	(37)	18%	(65)	53%	(192)	361
PID: Dem (no lean)	16%	(113)	17%	(122)	17%	(120)	15%	(109)	36%	(261)	724
PID: Ind (no lean)	15%	(97)	16%	(110)	15%	(98)	12%	(77)	43%	(287)	669
PID: Rep (no lean)	15%	(91)	18%	(111)	18%	(107)	15%	(90)	34%	(207)	607
PID/Gender: Dem Men	19%	(66)	18%	(65)	18%	(63)	14%	(50)	30%	(106)	351
PID/Gender: Dem Women	12%	(46)	15%	(57)	15%	(56)	16%	(58)	42%	(155)	374
PID/Gender: Ind Men	11%	(37)	17%	(54)	17%	(56)	13%	(44)	41%	(133)	324
PID/Gender: Ind Women	18%	(60)	16%	(55)	12%	(41)	10%	(33)	45%	(154)	345
PID/Gender: Rep Men	13%	(37)	17%	(48)	21%	(62)	16%	(45)	33%	(96)	288
PID/Gender: Rep Women	17%	(54)	20%	(63)	14%	(46)	14%	(45)	35%	(111)	319
Tea Party: Supporter	18%	(104)	19%	(105)	22%	(123)	15%	(83)	26%	(149)	564
Tea Party: Not Supporter	14%	(195)	17%	(235)	14%	(200)	14%	(193)	42%	(599)	1422
Ideo: Liberal (1-3)	18%	(127)	18%	(123)	18%	(130)	12%	(87)	33%	(235)	703
Ideo: Moderate (4)	11%	(47)	19%	(78)	17%	(70)	12%	(51)	40%	(164)	410
Ideo: Conservative (5-7)	14%	(95)	17%	(112)	16%	(106)	16%	(107)	38%	(261)	681
Educ: < College	15%	(202)	16%	(212)	16%	(211)	14%	(182)	38%	(500)	1307
Educ: Bachelors degree	13%	(47)	21%	(78)	18%	(65)	10%	(39)	38%	(140)	369
Educ: Post-grad	16%	(52)	16%	(52)	15%	(48)	17%	(55)	36%	(116)	324
Income: Under 50k	15%	(160)	14%	(149)	14%	(152)	13%	(145)	44%	(482)	1088
Income: 50k-100k	15%	(97)	21%	(138)	19%	(125)	14%	(89)	31%	(199)	647
Income: 100k+	17%	(45)	21%	(56)	18%	(48)	16%	(42)	28%	(74)	265

Continued on next page

Table BRD11_3: *When it comes to holiday shopping, how difficult is it to shop for each of the following?*
In laws

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	15%	(301)	17%	(343)	16%	(325)	14%	(276)	38%	(755)	2000
Ethnicity: White	15%	(242)	17%	(271)	15%	(238)	14%	(226)	39%	(614)	1591
Ethnicity: Hispanic	19%	(57)	22%	(65)	21%	(62)	13%	(38)	26%	(77)	299
Ethnicity: Afr. Am.	13%	(31)	16%	(38)	20%	(49)	16%	(39)	36%	(87)	244
Ethnicity: Other	17%	(28)	21%	(34)	23%	(37)	7%	(11)	33%	(55)	165
Relig: Protestant	13%	(65)	17%	(83)	17%	(83)	15%	(73)	39%	(197)	500
Relig: Roman Catholic	15%	(63)	18%	(78)	18%	(75)	12%	(53)	37%	(156)	426
Relig: Ath./Agn./None	17%	(85)	15%	(78)	17%	(87)	12%	(64)	39%	(202)	516
Relig: Something Else	13%	(41)	20%	(63)	16%	(52)	13%	(40)	38%	(119)	315
Relig: Jewish	12%	(6)	16%	(8)	18%	(9)	9%	(4)	45%	(23)	51
Relig: Evangelical	18%	(110)	19%	(117)	15%	(96)	16%	(100)	33%	(204)	626
Relig: Non-Evang. Catholics	12%	(65)	16%	(85)	17%	(90)	13%	(71)	42%	(226)	537
Relig: All Christian	15%	(174)	17%	(202)	16%	(186)	15%	(171)	37%	(429)	1163
Relig: All Non-Christian	15%	(126)	17%	(141)	17%	(139)	13%	(104)	39%	(321)	831
Community: Urban	16%	(91)	18%	(102)	20%	(110)	13%	(71)	33%	(181)	555
Community: Suburban	14%	(122)	16%	(142)	15%	(134)	14%	(122)	42%	(378)	898
Community: Rural	16%	(88)	18%	(99)	15%	(81)	15%	(83)	36%	(196)	547
Employ: Private Sector	18%	(114)	19%	(120)	18%	(118)	15%	(99)	30%	(194)	645
Employ: Government	18%	(26)	25%	(37)	14%	(22)	16%	(23)	28%	(42)	150
Employ: Self-Employed	16%	(27)	17%	(29)	19%	(32)	12%	(21)	35%	(60)	169
Employ: Homemaker	17%	(30)	22%	(39)	21%	(38)	12%	(21)	28%	(50)	178
Employ: Student	23%	(25)	14%	(14)	23%	(24)	6%	(7)	34%	(36)	106
Employ: Retired	6%	(24)	12%	(48)	12%	(49)	15%	(60)	55%	(218)	399
Employ: Unemployed	10%	(17)	17%	(28)	9%	(14)	10%	(16)	54%	(86)	161
Employ: Other	20%	(37)	14%	(27)	14%	(28)	16%	(30)	36%	(69)	191
Job Type: White-collar	15%	(111)	19%	(140)	16%	(118)	14%	(105)	35%	(260)	734
Job Type: Blue-collar	15%	(131)	16%	(134)	19%	(159)	15%	(127)	36%	(306)	857
Job Type: Don't Know	15%	(60)	17%	(68)	12%	(48)	11%	(44)	46%	(189)	409
Military HH: Yes	16%	(63)	17%	(65)	20%	(77)	14%	(56)	32%	(123)	384
Military HH: No	15%	(239)	17%	(278)	15%	(248)	14%	(220)	39%	(632)	1616

Continued on next page

Table BRD11_3: When it comes to holiday shopping, how difficult is it to shop for each of the following?

In laws

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	15%	(301)	17%	(343)	16%	(325)	14%	(276)	38%	(755)	2000
RD/WT: Right Direction	16%	(95)	17%	(103)	20%	(122)	13%	(76)	34%	(203)	599
RD/WT: Wrong Track	15%	(206)	17%	(240)	15%	(203)	14%	(200)	39%	(552)	1401
Obama Job: Approve	17%	(177)	17%	(180)	17%	(180)	13%	(132)	35%	(366)	1035
Obama Job: Disapprove	12%	(109)	17%	(150)	16%	(138)	16%	(136)	39%	(341)	874
#1 Issue: Economy	17%	(111)	17%	(111)	17%	(112)	12%	(82)	37%	(242)	658
#1 Issue: Security	10%	(39)	19%	(70)	16%	(59)	14%	(54)	40%	(150)	372
#1 Issue: Health Care	16%	(44)	18%	(51)	19%	(53)	13%	(37)	34%	(95)	279
#1 Issue: Medicare / Social Security	10%	(23)	14%	(30)	13%	(28)	17%	(37)	46%	(99)	217
#1 Issue: Women's Issues	21%	(30)	21%	(30)	14%	(19)	10%	(14)	34%	(49)	143
#1 Issue: Education	15%	(19)	20%	(27)	19%	(25)	15%	(20)	32%	(43)	134
#1 Issue: Energy	24%	(21)	17%	(15)	16%	(15)	13%	(11)	30%	(27)	89
#1 Issue: Other	13%	(14)	8%	(8)	12%	(13)	19%	(21)	48%	(52)	109
2014 Vote: Democrat	14%	(102)	17%	(123)	17%	(121)	16%	(114)	37%	(266)	727
2014 Vote: Republican	14%	(75)	19%	(103)	16%	(85)	16%	(87)	34%	(182)	532
2014 Vote: Other	15%	(9)	13%	(8)	13%	(8)	11%	(6)	49%	(30)	61
2014 Vote: Didn't Vote	17%	(115)	16%	(108)	16%	(110)	10%	(68)	41%	(275)	676
2012 Vote: Barack Obama	15%	(126)	16%	(133)	18%	(149)	15%	(121)	36%	(293)	822
2012 Vote: Mitt Romney	13%	(73)	17%	(99)	15%	(87)	16%	(92)	38%	(214)	564
2012 Vote: Other	18%	(13)	13%	(10)	14%	(10)	10%	(7)	45%	(33)	72
2012 Vote: Didn't Vote	16%	(88)	19%	(101)	15%	(79)	10%	(56)	40%	(214)	538
4-Region: Northeast	17%	(60)	17%	(63)	15%	(56)	11%	(42)	40%	(144)	365
4-Region: Midwest	20%	(84)	15%	(66)	17%	(74)	14%	(58)	34%	(148)	430
4-Region: South	14%	(102)	18%	(136)	16%	(116)	15%	(110)	37%	(276)	740
4-Region: West	12%	(55)	17%	(77)	17%	(79)	14%	(66)	40%	(187)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_4: *When it comes to holiday shopping, how difficult is it to shop for each of the following?*

Son

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	8%	(158)	12%	(248)	20%	(407)	23%	(469)	36%	(719)	2000
Gender: Male	8%	(81)	12%	(115)	23%	(219)	22%	(208)	35%	(339)	963
Gender: Female	7%	(76)	13%	(133)	18%	(187)	25%	(261)	37%	(380)	1037
Age: 18-29	13%	(53)	8%	(35)	16%	(67)	14%	(60)	49%	(204)	418
Age: 30-44	8%	(43)	12%	(62)	19%	(99)	28%	(144)	33%	(175)	523
Age: 45-54	6%	(26)	15%	(62)	22%	(88)	23%	(96)	34%	(137)	409
Age: 55-64	5%	(15)	11%	(33)	24%	(68)	29%	(83)	31%	(89)	289
Age: 65+	5%	(20)	16%	(57)	23%	(84)	24%	(86)	32%	(115)	361
PID: Dem (no lean)	10%	(69)	13%	(93)	19%	(135)	23%	(167)	36%	(261)	724
PID: Ind (no lean)	9%	(59)	10%	(66)	20%	(137)	22%	(144)	39%	(264)	669
PID: Rep (no lean)	5%	(30)	15%	(89)	22%	(135)	26%	(158)	32%	(195)	607
PID/Gender: Dem Men	12%	(41)	13%	(44)	22%	(78)	19%	(66)	35%	(121)	351
PID/Gender: Dem Women	8%	(29)	13%	(48)	15%	(57)	27%	(101)	37%	(139)	374
PID/Gender: Ind Men	9%	(29)	9%	(30)	23%	(74)	22%	(71)	37%	(121)	324
PID/Gender: Ind Women	9%	(30)	10%	(36)	18%	(63)	21%	(73)	41%	(143)	345
PID/Gender: Rep Men	4%	(12)	14%	(41)	23%	(68)	25%	(71)	34%	(97)	288
PID/Gender: Rep Women	5%	(18)	15%	(49)	21%	(68)	27%	(87)	31%	(98)	319
Tea Party: Supporter	11%	(64)	15%	(86)	23%	(132)	25%	(143)	25%	(140)	564
Tea Party: Not Supporter	7%	(93)	11%	(160)	19%	(274)	23%	(326)	40%	(570)	1422
Ideo: Liberal (1-3)	10%	(68)	13%	(91)	19%	(134)	18%	(130)	40%	(279)	703
Ideo: Moderate (4)	7%	(30)	14%	(58)	22%	(91)	23%	(95)	33%	(136)	410
Ideo: Conservative (5-7)	6%	(42)	11%	(76)	21%	(144)	29%	(194)	33%	(225)	681
Educ: < College	9%	(120)	13%	(169)	21%	(268)	23%	(305)	34%	(445)	1307
Educ: Bachelors degree	5%	(17)	10%	(38)	19%	(72)	23%	(85)	43%	(157)	369
Educ: Post-grad	6%	(20)	13%	(41)	20%	(66)	24%	(79)	36%	(117)	324
Income: Under 50k	10%	(107)	13%	(137)	17%	(188)	22%	(240)	38%	(416)	1088
Income: 50k-100k	6%	(42)	12%	(81)	25%	(162)	23%	(151)	33%	(212)	647
Income: 100k+	3%	(8)	11%	(30)	21%	(56)	29%	(78)	35%	(92)	265

Continued on next page

Table BRD11_4: When it comes to holiday shopping, how difficult is it to shop for each of the following?

Son

Demographic	Very difficult	Somewhat difficult	Not too difficult	Not difficult at all	Don't Know / No Opinion	Total N
Registered Voters	8% (158)	12% (248)	20% (407)	23% (469)	36% (719)	2000
Ethnicity: White	7% (110)	13% (202)	20% (311)	24% (380)	37% (587)	1591
Ethnicity: Hispanic	16% (48)	15% (46)	18% (53)	21% (64)	30% (89)	299
Ethnicity: Afr. Am.	13% (32)	10% (24)	23% (56)	26% (64)	28% (69)	244
Ethnicity: Other	9% (15)	13% (22)	24% (40)	15% (25)	38% (63)	165
Relig: Protestant	8% (38)	14% (69)	23% (115)	23% (114)	33% (165)	500
Relig: Roman Catholic	11% (45)	12% (52)	22% (93)	22% (95)	33% (140)	426
Relig: Ath./Agn./None	6% (30)	11% (54)	17% (89)	23% (117)	44% (227)	516
Relig: Something Else	7% (21)	13% (39)	18% (57)	24% (76)	38% (121)	315
Relig: Jewish	10% (5)	6% (3)	23% (12)	19% (10)	42% (21)	51
Relig: Evangelical	11% (68)	14% (90)	23% (143)	24% (151)	28% (174)	626
Relig: Non-Evang. Catholics	7% (38)	12% (64)	22% (117)	23% (125)	36% (194)	537
Relig: All Christian	9% (106)	13% (154)	22% (260)	24% (275)	32% (368)	1163
Relig: All Non-Christian	6% (51)	11% (94)	18% (146)	23% (193)	42% (347)	831
Community: Urban	11% (63)	13% (74)	20% (111)	21% (118)	34% (188)	555
Community: Suburban	5% (49)	11% (101)	18% (166)	26% (233)	39% (348)	898
Community: Rural	8% (45)	13% (72)	24% (130)	21% (117)	33% (183)	547
Employ: Private Sector	8% (53)	12% (79)	22% (143)	21% (136)	36% (234)	645
Employ: Government	3% (5)	19% (28)	17% (25)	31% (46)	31% (46)	150
Employ: Self-Employed	6% (11)	13% (22)	22% (37)	27% (46)	32% (54)	169
Employ: Homemaker	8% (14)	11% (19)	22% (39)	36% (64)	23% (42)	178
Employ: Student	20% (21)	9% (10)	9% (10)	17% (18)	44% (47)	106
Employ: Retired	7% (26)	13% (54)	26% (102)	21% (82)	34% (135)	399
Employ: Unemployed	5% (8)	10% (16)	12% (20)	18% (29)	55% (88)	161
Employ: Other	10% (19)	11% (20)	16% (31)	25% (47)	38% (73)	191
Job Type: White-collar	8% (56)	12% (86)	21% (157)	22% (165)	37% (270)	734
Job Type: Blue-collar	7% (63)	14% (116)	21% (177)	25% (214)	34% (287)	857
Job Type: Don't Know	9% (38)	11% (46)	18% (73)	22% (90)	40% (162)	409
Military HH: Yes	10% (38)	16% (61)	24% (93)	22% (84)	28% (108)	384
Military HH: No	7% (120)	12% (187)	19% (313)	24% (385)	38% (611)	1616

Continued on next page

Table BRD11_4: When it comes to holiday shopping, how difficult is it to shop for each of the following?

Son

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	8%	(158)	12%	(248)	20%	(407)	23%	(469)	36%	(719)	2000
RD/WT: Right Direction	12%	(74)	13%	(80)	22%	(129)	19%	(112)	34%	(205)	599
RD/WT: Wrong Track	6%	(84)	12%	(168)	20%	(277)	25%	(357)	37%	(515)	1401
Obama Job: Approve	10%	(101)	11%	(118)	20%	(206)	21%	(222)	37%	(387)	1035
Obama Job: Disapprove	5%	(45)	13%	(118)	22%	(190)	26%	(229)	33%	(292)	874
#1 Issue: Economy	7%	(48)	11%	(72)	21%	(140)	25%	(166)	35%	(231)	658
#1 Issue: Security	5%	(19)	13%	(50)	24%	(90)	24%	(88)	33%	(124)	372
#1 Issue: Health Care	10%	(28)	15%	(43)	18%	(51)	23%	(66)	33%	(91)	279
#1 Issue: Medicare / Social Security	8%	(17)	14%	(30)	20%	(43)	24%	(52)	34%	(74)	217
#1 Issue: Women's Issues	11%	(16)	10%	(14)	20%	(28)	16%	(23)	42%	(61)	143
#1 Issue: Education	8%	(11)	11%	(15)	16%	(21)	26%	(34)	39%	(52)	134
#1 Issue: Energy	14%	(13)	10%	(9)	20%	(18)	17%	(15)	38%	(34)	89
#1 Issue: Other	5%	(5)	12%	(13)	14%	(15)	22%	(24)	48%	(52)	109
2014 Vote: Democrat	9%	(64)	14%	(100)	20%	(149)	22%	(163)	34%	(251)	727
2014 Vote: Republican	5%	(26)	13%	(71)	24%	(129)	27%	(141)	31%	(164)	532
2014 Vote: Other	14%	(8)	6%	(3)	19%	(12)	16%	(10)	45%	(28)	61
2014 Vote: Didn't Vote	9%	(59)	11%	(72)	17%	(116)	23%	(154)	41%	(274)	676
2012 Vote: Barack Obama	10%	(79)	13%	(110)	20%	(165)	22%	(185)	34%	(282)	822
2012 Vote: Mitt Romney	5%	(30)	14%	(80)	22%	(127)	28%	(157)	30%	(170)	564
2012 Vote: Other	2%	(1)	6%	(4)	18%	(13)	22%	(16)	52%	(38)	72
2012 Vote: Didn't Vote	9%	(47)	10%	(53)	19%	(102)	20%	(109)	42%	(227)	538
4-Region: Northeast	8%	(27)	12%	(45)	18%	(64)	23%	(84)	40%	(144)	365
4-Region: Midwest	9%	(38)	13%	(54)	20%	(85)	25%	(106)	34%	(147)	430
4-Region: South	9%	(66)	13%	(95)	21%	(153)	24%	(180)	33%	(246)	740
4-Region: West	6%	(26)	12%	(55)	22%	(104)	21%	(99)	39%	(181)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_5: When it comes to holiday shopping, how difficult is it to shop for each of the following?

Daughter

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	8%	(166)	13%	(257)	18%	(355)	24%	(490)	37%	(733)	2000
Gender: Male	10%	(92)	14%	(136)	20%	(194)	19%	(187)	37%	(352)	963
Gender: Female	7%	(73)	12%	(121)	15%	(161)	29%	(302)	37%	(380)	1037
Age: 18-29	13%	(52)	10%	(41)	15%	(61)	15%	(62)	48%	(201)	418
Age: 30-44	8%	(42)	14%	(71)	17%	(89)	26%	(139)	35%	(183)	523
Age: 45-54	7%	(28)	13%	(51)	20%	(81)	26%	(104)	35%	(144)	409
Age: 55-64	5%	(14)	12%	(34)	19%	(56)	30%	(88)	33%	(96)	289
Age: 65+	8%	(29)	16%	(59)	19%	(68)	27%	(97)	30%	(108)	361
PID: Dem (no lean)	10%	(76)	13%	(93)	18%	(127)	24%	(176)	35%	(253)	724
PID: Ind (no lean)	6%	(43)	11%	(75)	17%	(112)	23%	(156)	42%	(284)	669
PID: Rep (no lean)	8%	(47)	15%	(88)	19%	(116)	26%	(158)	32%	(197)	607
PID/Gender: Dem Men	14%	(48)	15%	(52)	20%	(70)	19%	(65)	33%	(115)	351
PID/Gender: Dem Women	7%	(27)	11%	(41)	15%	(57)	30%	(111)	37%	(137)	374
PID/Gender: Ind Men	7%	(22)	13%	(42)	20%	(63)	19%	(63)	41%	(134)	324
PID/Gender: Ind Women	6%	(21)	10%	(33)	14%	(48)	27%	(93)	43%	(149)	345
PID/Gender: Rep Men	8%	(23)	15%	(42)	21%	(61)	21%	(60)	36%	(103)	288
PID/Gender: Rep Women	8%	(25)	15%	(46)	17%	(55)	31%	(98)	30%	(94)	319
Tea Party: Supporter	13%	(72)	16%	(92)	20%	(114)	25%	(140)	26%	(145)	564
Tea Party: Not Supporter	6%	(92)	12%	(165)	17%	(239)	24%	(347)	41%	(579)	1422
Ideo: Liberal (1-3)	9%	(66)	14%	(96)	17%	(118)	20%	(144)	40%	(279)	703
Ideo: Moderate (4)	7%	(30)	13%	(55)	19%	(79)	24%	(97)	36%	(149)	410
Ideo: Conservative (5-7)	7%	(46)	13%	(88)	18%	(124)	30%	(204)	32%	(218)	681
Educ: < College	9%	(121)	13%	(167)	19%	(247)	24%	(308)	36%	(465)	1307
Educ: Bachelors degree	6%	(22)	11%	(40)	17%	(62)	26%	(96)	40%	(148)	369
Educ: Post-grad	7%	(23)	15%	(49)	14%	(46)	26%	(86)	37%	(120)	324
Income: Under 50k	10%	(107)	11%	(123)	17%	(184)	22%	(238)	40%	(435)	1088
Income: 50k-100k	7%	(44)	15%	(94)	19%	(122)	28%	(179)	32%	(209)	647
Income: 100k+	6%	(15)	15%	(40)	19%	(49)	27%	(72)	34%	(89)	265

Continued on next page

Table BRD11_5: When it comes to holiday shopping, how difficult is it to shop for each of the following?
 Daughter

Demographic	Very difficult	Somewhat difficult	Not too difficult	Not difficult at all	Don't Know / No Opinion	Total N
Registered Voters	8% (166)	13% (257)	18% (355)	24% (490)	37% (733)	2000
Ethnicity: White	8% (128)	12% (186)	17% (272)	25% (403)	38% (601)	1591
Ethnicity: Hispanic	16% (47)	17% (51)	15% (46)	22% (67)	29% (88)	299
Ethnicity: Afr. Am.	8% (18)	16% (38)	22% (54)	26% (63)	29% (71)	244
Ethnicity: Other	12% (19)	20% (33)	17% (29)	14% (24)	37% (61)	165
Relig: Protestant	9% (47)	12% (61)	19% (97)	27% (135)	32% (161)	500
Relig: Roman Catholic	8% (36)	12% (50)	19% (80)	28% (119)	33% (140)	426
Relig: Ath./Agn./None	6% (29)	15% (80)	14% (73)	19% (100)	45% (235)	516
Relig: Something Else	7% (23)	11% (33)	20% (63)	20% (63)	42% (132)	315
Relig: Jewish	13% (7)	9% (5)	15% (8)	20% (10)	42% (21)	51
Relig: Evangelical	13% (81)	13% (84)	19% (121)	28% (174)	27% (166)	626
Relig: Non-Evang. Catholics	6% (32)	11% (60)	18% (98)	28% (149)	37% (198)	537
Relig: All Christian	10% (113)	12% (144)	19% (219)	28% (323)	31% (364)	1163
Relig: All Non-Christian	6% (52)	14% (113)	16% (136)	20% (163)	44% (367)	831
Community: Urban	14% (76)	13% (69)	17% (93)	20% (111)	37% (205)	555
Community: Suburban	6% (52)	13% (116)	17% (151)	25% (228)	39% (351)	898
Community: Rural	7% (38)	13% (72)	20% (111)	28% (151)	32% (176)	547
Employ: Private Sector	8% (54)	12% (78)	18% (115)	24% (153)	38% (246)	645
Employ: Government	5% (8)	13% (19)	18% (28)	34% (50)	30% (45)	150
Employ: Self-Employed	6% (10)	21% (35)	21% (35)	24% (40)	29% (49)	169
Employ: Homemaker	5% (10)	11% (20)	20% (35)	37% (66)	27% (48)	178
Employ: Student	15% (16)	10% (11)	19% (20)	10% (10)	47% (50)	106
Employ: Retired	8% (30)	15% (59)	18% (73)	25% (101)	34% (136)	399
Employ: Unemployed	10% (15)	9% (14)	13% (21)	15% (25)	53% (86)	161
Employ: Other	13% (24)	12% (22)	15% (28)	23% (44)	38% (73)	191
Job Type: White-collar	8% (58)	13% (98)	16% (120)	26% (188)	37% (271)	734
Job Type: Blue-collar	7% (64)	14% (118)	20% (168)	26% (225)	33% (282)	857
Job Type: Don't Know	11% (44)	10% (41)	17% (68)	19% (76)	44% (180)	409
Military HH: Yes	12% (48)	12% (48)	22% (85)	23% (87)	30% (117)	384
Military HH: No	7% (118)	13% (209)	17% (270)	25% (402)	38% (616)	1616

Continued on next page

Table BRD11_5: When it comes to holiday shopping, how difficult is it to shop for each of the following?

Daughter

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	8%	(166)	13%	(257)	18%	(355)	24%	(490)	37%	(733)	2000
RD/WT: Right Direction	13%	(80)	13%	(80)	20%	(119)	20%	(121)	33%	(200)	599
RD/WT: Wrong Track	6%	(86)	13%	(177)	17%	(236)	26%	(369)	38%	(533)	1401
Obama Job: Approve	10%	(103)	13%	(133)	17%	(179)	22%	(232)	38%	(389)	1035
Obama Job: Disapprove	6%	(50)	13%	(114)	19%	(164)	28%	(240)	35%	(305)	874
#1 Issue: Economy	7%	(43)	13%	(87)	19%	(126)	24%	(158)	37%	(244)	658
#1 Issue: Security	6%	(23)	12%	(44)	21%	(77)	28%	(103)	33%	(124)	372
#1 Issue: Health Care	9%	(25)	16%	(44)	14%	(40)	28%	(78)	33%	(93)	279
#1 Issue: Medicare / Social Security	10%	(23)	15%	(32)	16%	(35)	24%	(52)	35%	(76)	217
#1 Issue: Women's Issues	12%	(17)	13%	(19)	17%	(24)	17%	(25)	41%	(58)	143
#1 Issue: Education	9%	(12)	11%	(15)	15%	(21)	28%	(37)	37%	(49)	134
#1 Issue: Energy	12%	(11)	6%	(6)	18%	(16)	22%	(20)	41%	(37)	89
#1 Issue: Other	11%	(12)	11%	(12)	15%	(16)	17%	(18)	47%	(51)	109
2014 Vote: Democrat	9%	(62)	14%	(103)	17%	(126)	24%	(175)	36%	(261)	727
2014 Vote: Republican	7%	(36)	14%	(75)	19%	(102)	31%	(167)	29%	(152)	532
2014 Vote: Other	14%	(9)	10%	(6)	8%	(5)	25%	(15)	43%	(26)	61
2014 Vote: Didn't Vote	9%	(59)	11%	(72)	18%	(121)	20%	(133)	43%	(291)	676
2012 Vote: Barack Obama	10%	(80)	13%	(107)	17%	(141)	25%	(204)	35%	(290)	822
2012 Vote: Mitt Romney	6%	(31)	15%	(83)	19%	(106)	31%	(174)	30%	(169)	564
2012 Vote: Other	1%	(1)	14%	(10)	19%	(14)	23%	(17)	43%	(31)	72
2012 Vote: Didn't Vote	10%	(54)	11%	(57)	17%	(94)	17%	(93)	45%	(240)	538
4-Region: Northeast	9%	(32)	12%	(43)	14%	(52)	27%	(100)	38%	(138)	365
4-Region: Midwest	7%	(29)	12%	(54)	22%	(94)	25%	(109)	34%	(145)	430
4-Region: South	10%	(71)	12%	(89)	18%	(131)	26%	(190)	35%	(259)	740
4-Region: West	7%	(33)	15%	(71)	17%	(78)	20%	(91)	41%	(191)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_6: *When it comes to holiday shopping, how difficult is it to shop for each of the following?
 Friends*

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	9%	(171)	20%	(403)	30%	(599)	23%	(453)	19%	(375)	2000
Gender: Male	10%	(100)	19%	(187)	30%	(292)	20%	(190)	20%	(193)	963
Gender: Female	7%	(71)	21%	(216)	30%	(306)	25%	(263)	17%	(181)	1037
Age: 18-29	16%	(66)	20%	(85)	33%	(137)	19%	(79)	12%	(50)	418
Age: 30-44	11%	(56)	22%	(113)	29%	(152)	23%	(121)	16%	(81)	523
Age: 45-54	7%	(29)	19%	(79)	32%	(131)	24%	(97)	18%	(73)	409
Age: 55-64	4%	(11)	20%	(57)	28%	(82)	24%	(68)	24%	(70)	289
Age: 65+	2%	(9)	19%	(69)	27%	(97)	24%	(87)	28%	(100)	361
PID: Dem (no lean)	11%	(77)	21%	(152)	30%	(215)	23%	(166)	16%	(114)	724
PID: Ind (no lean)	10%	(65)	18%	(122)	28%	(190)	23%	(152)	21%	(140)	669
PID: Rep (no lean)	5%	(29)	21%	(129)	32%	(193)	22%	(135)	20%	(121)	607
PID/Gender: Dem Men	13%	(47)	19%	(67)	31%	(108)	21%	(72)	16%	(56)	351
PID/Gender: Dem Women	8%	(30)	23%	(85)	29%	(107)	25%	(93)	15%	(58)	374
PID/Gender: Ind Men	11%	(35)	18%	(59)	27%	(87)	21%	(67)	23%	(76)	324
PID/Gender: Ind Women	9%	(30)	18%	(63)	30%	(103)	25%	(85)	18%	(64)	345
PID/Gender: Rep Men	6%	(18)	21%	(61)	34%	(97)	17%	(50)	21%	(61)	288
PID/Gender: Rep Women	3%	(11)	21%	(68)	30%	(96)	26%	(84)	19%	(60)	319
Tea Party: Supporter	12%	(69)	23%	(128)	27%	(150)	24%	(136)	14%	(81)	564
Tea Party: Not Supporter	7%	(101)	19%	(273)	31%	(446)	22%	(313)	20%	(289)	1422
Ideo: Liberal (1-3)	12%	(85)	21%	(147)	31%	(219)	23%	(163)	13%	(89)	703
Ideo: Moderate (4)	6%	(26)	22%	(88)	33%	(137)	19%	(78)	19%	(80)	410
Ideo: Conservative (5-7)	5%	(37)	20%	(136)	28%	(194)	24%	(164)	22%	(149)	681
Educ: < College	9%	(115)	20%	(260)	29%	(374)	23%	(299)	20%	(258)	1307
Educ: Bachelors degree	7%	(24)	25%	(92)	32%	(120)	19%	(70)	17%	(63)	369
Educ: Post-grad	10%	(32)	16%	(51)	32%	(104)	26%	(84)	16%	(53)	324
Income: Under 50k	10%	(107)	18%	(198)	29%	(314)	22%	(237)	21%	(233)	1088
Income: 50k-100k	7%	(44)	23%	(149)	31%	(199)	24%	(158)	15%	(98)	647
Income: 100k+	8%	(21)	21%	(57)	32%	(86)	22%	(58)	17%	(44)	265

Continued on next page

Table BRD11_6: When it comes to holiday shopping, how difficult is it to shop for each of the following?
Friends

Demographic	Very difficult	Somewhat difficult	Not too difficult	Not difficult at all	Don't Know / No Opinion	Total N
Registered Voters	9% (171)	20% (403)	30% (599)	23% (453)	19% (375)	2000
Ethnicity: White	8% (126)	20% (324)	30% (482)	22% (348)	20% (311)	1591
Ethnicity: Hispanic	17% (51)	20% (60)	26% (79)	25% (76)	11% (34)	299
Ethnicity: Afr. Am.	11% (28)	17% (41)	27% (65)	30% (74)	15% (37)	244
Ethnicity: Other	11% (18)	23% (39)	31% (52)	19% (31)	16% (26)	165
Relig: Protestant	6% (30)	22% (110)	30% (148)	24% (121)	18% (92)	500
Relig: Roman Catholic	10% (41)	21% (90)	29% (124)	22% (95)	18% (76)	426
Relig: Ath./Agn./None	9% (44)	18% (91)	33% (170)	19% (97)	22% (113)	516
Relig: Something Else	10% (30)	21% (65)	33% (103)	21% (65)	16% (52)	315
Relig: Jewish	12% (6)	14% (7)	33% (17)	16% (8)	25% (13)	51
Relig: Evangelical	11% (66)	21% (134)	26% (165)	26% (164)	15% (97)	626
Relig: Non-Evang. Catholics	5% (29)	21% (113)	30% (161)	23% (124)	20% (110)	537
Relig: All Christian	8% (96)	21% (247)	28% (325)	25% (288)	18% (207)	1163
Relig: All Non-Christian	9% (75)	19% (156)	33% (273)	20% (162)	20% (165)	831
Community: Urban	12% (68)	22% (120)	27% (148)	23% (126)	17% (93)	555
Community: Suburban	7% (66)	20% (179)	33% (296)	21% (189)	19% (168)	898
Community: Rural	7% (37)	19% (104)	28% (155)	25% (137)	21% (114)	547
Employ: Private Sector	10% (66)	22% (139)	33% (214)	21% (137)	14% (88)	645
Employ: Government	6% (9)	23% (34)	31% (47)	30% (45)	10% (15)	150
Employ: Self-Employed	9% (16)	18% (30)	25% (43)	35% (60)	13% (21)	169
Employ: Homemaker	4% (6)	22% (40)	37% (66)	20% (35)	17% (30)	178
Employ: Student	17% (18)	22% (24)	28% (30)	23% (25)	10% (10)	106
Employ: Retired	4% (15)	20% (78)	25% (102)	23% (92)	28% (113)	399
Employ: Unemployed	9% (15)	16% (25)	25% (40)	16% (26)	34% (54)	161
Employ: Other	14% (26)	17% (33)	30% (57)	17% (33)	22% (42)	191
Job Type: White-collar	9% (65)	21% (155)	30% (223)	23% (172)	16% (119)	734
Job Type: Blue-collar	8% (70)	19% (166)	31% (265)	23% (200)	18% (156)	857
Job Type: Don't Know	9% (36)	20% (82)	27% (111)	20% (80)	24% (100)	409
Military HH: Yes	12% (44)	19% (72)	31% (119)	20% (78)	18% (70)	384
Military HH: No	8% (127)	20% (331)	30% (479)	23% (374)	19% (305)	1616

Continued on next page

Table BRD11_6: When it comes to holiday shopping, how difficult is it to shop for each of the following?
Friends

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	9%	(171)	20%	(403)	30%	(599)	23%	(453)	19%	(375)	2000
RD/WT: Right Direction	14%	(81)	19%	(114)	30%	(180)	21%	(125)	17%	(100)	599
RD/WT: Wrong Track	6%	(90)	21%	(289)	30%	(419)	23%	(328)	20%	(275)	1401
Obama Job: Approve	11%	(118)	20%	(208)	31%	(323)	21%	(222)	16%	(164)	1035
Obama Job: Disapprove	5%	(42)	21%	(184)	29%	(256)	24%	(210)	21%	(182)	874
#1 Issue: Economy	7%	(48)	21%	(138)	31%	(205)	23%	(152)	18%	(116)	658
#1 Issue: Security	6%	(23)	20%	(73)	30%	(112)	24%	(90)	20%	(74)	372
#1 Issue: Health Care	11%	(30)	22%	(62)	26%	(73)	20%	(57)	21%	(58)	279
#1 Issue: Medicare / Social Security	3%	(7)	22%	(48)	28%	(60)	21%	(45)	26%	(56)	217
#1 Issue: Women's Issues	17%	(24)	22%	(32)	31%	(45)	17%	(25)	12%	(17)	143
#1 Issue: Education	12%	(15)	18%	(24)	32%	(43)	29%	(38)	9%	(13)	134
#1 Issue: Energy	15%	(13)	13%	(12)	37%	(33)	26%	(23)	10%	(9)	89
#1 Issue: Other	10%	(11)	14%	(15)	25%	(27)	21%	(23)	30%	(33)	109
2014 Vote: Democrat	10%	(72)	21%	(151)	30%	(216)	24%	(172)	16%	(116)	727
2014 Vote: Republican	5%	(28)	20%	(106)	30%	(159)	25%	(132)	20%	(107)	532
2014 Vote: Other	10%	(6)	17%	(11)	27%	(16)	23%	(14)	23%	(14)	61
2014 Vote: Didn't Vote	9%	(64)	20%	(134)	30%	(205)	20%	(135)	20%	(137)	676
2012 Vote: Barack Obama	10%	(83)	20%	(161)	32%	(259)	23%	(189)	16%	(130)	822
2012 Vote: Mitt Romney	5%	(29)	21%	(116)	28%	(159)	25%	(144)	21%	(117)	564
2012 Vote: Other	8%	(6)	17%	(12)	30%	(21)	21%	(15)	25%	(18)	72
2012 Vote: Didn't Vote	10%	(53)	21%	(113)	30%	(159)	19%	(104)	20%	(109)	538
4-Region: Northeast	11%	(38)	19%	(69)	27%	(100)	23%	(83)	20%	(75)	365
4-Region: Midwest	9%	(39)	22%	(94)	26%	(112)	22%	(96)	21%	(88)	430
4-Region: South	8%	(57)	18%	(136)	33%	(244)	23%	(172)	18%	(132)	740
4-Region: West	8%	(37)	22%	(104)	31%	(143)	22%	(101)	17%	(80)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_7: When it comes to holiday shopping, how difficult is it to shop for each of the following?

Mom

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	13%	(270)	19%	(380)	19%	(383)	22%	(445)	26%	(522)	2000
Gender: Male	16%	(152)	17%	(164)	22%	(209)	21%	(202)	24%	(236)	963
Gender: Female	11%	(118)	21%	(216)	17%	(175)	23%	(243)	28%	(286)	1037
Age: 18-29	22%	(90)	24%	(100)	28%	(117)	16%	(68)	10%	(42)	418
Age: 30-44	16%	(85)	24%	(126)	24%	(127)	24%	(123)	12%	(62)	523
Age: 45-54	12%	(51)	24%	(98)	16%	(66)	26%	(106)	21%	(88)	409
Age: 55-64	8%	(22)	13%	(36)	14%	(40)	25%	(71)	41%	(119)	289
Age: 65+	6%	(21)	5%	(20)	9%	(33)	21%	(76)	58%	(211)	361
PID: Dem (no lean)	15%	(109)	18%	(129)	19%	(140)	22%	(160)	26%	(187)	724
PID: Ind (no lean)	13%	(89)	19%	(127)	20%	(134)	20%	(135)	28%	(184)	669
PID: Rep (no lean)	12%	(72)	20%	(124)	18%	(110)	25%	(150)	25%	(150)	607
PID/Gender: Dem Men	21%	(72)	15%	(53)	23%	(82)	21%	(74)	20%	(69)	351
PID/Gender: Dem Women	10%	(37)	20%	(76)	15%	(58)	23%	(86)	32%	(118)	374
PID/Gender: Ind Men	13%	(43)	16%	(53)	20%	(66)	20%	(63)	30%	(98)	324
PID/Gender: Ind Women	13%	(45)	22%	(75)	20%	(67)	21%	(72)	25%	(86)	345
PID/Gender: Rep Men	13%	(36)	20%	(58)	21%	(60)	22%	(65)	24%	(68)	288
PID/Gender: Rep Women	11%	(36)	21%	(66)	16%	(49)	27%	(85)	26%	(82)	319
Tea Party: Supporter	16%	(92)	21%	(119)	19%	(107)	23%	(130)	21%	(116)	564
Tea Party: Not Supporter	12%	(176)	18%	(259)	19%	(274)	22%	(311)	28%	(403)	1422
Ideo: Liberal (1-3)	17%	(119)	22%	(153)	21%	(149)	19%	(137)	21%	(144)	703
Ideo: Moderate (4)	12%	(48)	17%	(69)	21%	(88)	21%	(86)	29%	(118)	410
Ideo: Conservative (5-7)	10%	(71)	18%	(124)	17%	(114)	25%	(168)	30%	(203)	681
Educ: < College	14%	(186)	18%	(238)	18%	(235)	23%	(304)	26%	(344)	1307
Educ: Bachelors degree	13%	(48)	20%	(75)	21%	(79)	21%	(76)	24%	(90)	369
Educ: Post-grad	11%	(36)	21%	(67)	21%	(69)	20%	(65)	27%	(87)	324
Income: Under 50k	15%	(161)	16%	(176)	17%	(189)	23%	(250)	29%	(312)	1088
Income: 50k-100k	12%	(80)	22%	(140)	21%	(139)	22%	(139)	23%	(150)	647
Income: 100k+	11%	(30)	25%	(65)	21%	(56)	21%	(55)	22%	(60)	265

Continued on next page

Table BRD11_7: When it comes to holiday shopping, how difficult is it to shop for each of the following?

Mom

Demographic	Very difficult	Somewhat difficult	Not too difficult	Not difficult at all	Don't Know / No Opinion	Total N
Registered Voters	13% (270)	19% (380)	19% (383)	22% (445)	26% (522)	2000
Ethnicity: White	13% (211)	19% (301)	19% (301)	22% (346)	27% (431)	1591
Ethnicity: Hispanic	20% (60)	23% (69)	20% (60)	24% (71)	13% (39)	299
Ethnicity: Afr. Am.	13% (32)	17% (41)	18% (43)	27% (65)	26% (63)	244
Ethnicity: Other	16% (27)	23% (38)	24% (39)	21% (34)	17% (28)	165
Relig: Protestant	15% (74)	16% (80)	18% (88)	21% (107)	30% (152)	500
Relig: Roman Catholic	13% (55)	21% (88)	18% (76)	23% (97)	26% (109)	426
Relig: Ath./Agn./None	12% (61)	20% (103)	23% (120)	19% (100)	26% (132)	516
Relig: Something Else	12% (38)	21% (67)	21% (67)	21% (65)	25% (78)	315
Relig: Jewish	11% (6)	17% (9)	18% (9)	12% (6)	42% (21)	51
Relig: Evangelical	18% (110)	18% (112)	16% (103)	25% (156)	23% (145)	626
Relig: Non-Evang. Catholics	11% (60)	18% (98)	17% (94)	22% (121)	31% (164)	537
Relig: All Christian	15% (170)	18% (210)	17% (197)	24% (277)	27% (309)	1163
Relig: All Non-Christian	12% (99)	20% (170)	22% (187)	20% (165)	25% (210)	831
Community: Urban	16% (91)	17% (93)	23% (125)	21% (118)	23% (128)	555
Community: Suburban	12% (110)	19% (171)	18% (158)	23% (203)	28% (256)	898
Community: Rural	13% (69)	21% (117)	18% (100)	23% (123)	25% (138)	547
Employ: Private Sector	17% (107)	23% (146)	22% (142)	21% (134)	18% (116)	645
Employ: Government	12% (17)	29% (44)	18% (28)	29% (44)	11% (17)	150
Employ: Self-Employed	13% (21)	21% (35)	24% (41)	25% (43)	18% (30)	169
Employ: Homemaker	12% (22)	21% (37)	23% (41)	23% (42)	20% (36)	178
Employ: Student	20% (21)	25% (26)	28% (30)	16% (18)	11% (11)	106
Employ: Retired	5% (22)	7% (26)	11% (45)	21% (84)	56% (223)	399
Employ: Unemployed	18% (29)	14% (22)	13% (21)	24% (39)	31% (50)	161
Employ: Other	16% (30)	23% (44)	19% (36)	22% (42)	20% (39)	191
Job Type: White-collar	13% (96)	18% (135)	22% (159)	19% (137)	28% (206)	734
Job Type: Blue-collar	14% (120)	19% (165)	18% (150)	26% (220)	23% (201)	857
Job Type: Don't Know	13% (54)	19% (79)	18% (74)	21% (87)	28% (115)	409
Military HH: Yes	17% (66)	17% (64)	19% (73)	19% (75)	28% (106)	384
Military HH: No	13% (203)	20% (316)	19% (310)	23% (370)	26% (416)	1616

Continued on next page

Table BRD11_7: When it comes to holiday shopping, how difficult is it to shop for each of the following?

Mom

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	13%	(270)	19%	(380)	19%	(383)	22%	(445)	26%	(522)	2000
RD/WT: Right Direction	17%	(100)	21%	(124)	19%	(115)	19%	(114)	24%	(145)	599
RD/WT: Wrong Track	12%	(170)	18%	(256)	19%	(268)	24%	(330)	27%	(377)	1401
Obama Job: Approve	15%	(158)	20%	(206)	20%	(206)	21%	(219)	24%	(246)	1035
Obama Job: Disapprove	12%	(101)	19%	(162)	18%	(159)	24%	(211)	27%	(240)	874
#1 Issue: Economy	13%	(82)	20%	(133)	19%	(127)	24%	(159)	24%	(157)	658
#1 Issue: Security	11%	(40)	18%	(68)	20%	(73)	22%	(80)	30%	(110)	372
#1 Issue: Health Care	14%	(39)	26%	(73)	17%	(48)	25%	(69)	18%	(50)	279
#1 Issue: Medicare / Social Security	10%	(21)	8%	(17)	14%	(30)	20%	(44)	48%	(105)	217
#1 Issue: Women's Issues	24%	(35)	17%	(24)	24%	(34)	18%	(26)	17%	(24)	143
#1 Issue: Education	15%	(20)	25%	(34)	21%	(29)	26%	(34)	12%	(17)	134
#1 Issue: Energy	18%	(17)	17%	(15)	25%	(23)	18%	(16)	21%	(19)	89
#1 Issue: Other	14%	(15)	15%	(16)	19%	(20)	15%	(17)	37%	(40)	109
2014 Vote: Democrat	13%	(97)	20%	(146)	19%	(136)	22%	(158)	26%	(190)	727
2014 Vote: Republican	10%	(55)	19%	(100)	17%	(93)	26%	(136)	28%	(148)	532
2014 Vote: Other	17%	(10)	24%	(15)	16%	(10)	14%	(9)	29%	(18)	61
2014 Vote: Didn't Vote	16%	(108)	18%	(119)	21%	(143)	21%	(142)	24%	(163)	676
2012 Vote: Barack Obama	15%	(121)	18%	(152)	19%	(159)	22%	(179)	26%	(211)	822
2012 Vote: Mitt Romney	11%	(60)	18%	(104)	18%	(104)	24%	(137)	28%	(159)	564
2012 Vote: Other	8%	(6)	24%	(18)	18%	(13)	12%	(8)	38%	(28)	72
2012 Vote: Didn't Vote	15%	(83)	20%	(106)	20%	(107)	22%	(119)	23%	(121)	538
4-Region: Northeast	12%	(45)	19%	(68)	20%	(74)	20%	(72)	29%	(106)	365
4-Region: Midwest	15%	(65)	18%	(79)	18%	(77)	22%	(96)	26%	(113)	430
4-Region: South	12%	(87)	20%	(152)	19%	(137)	24%	(176)	25%	(188)	740
4-Region: West	16%	(73)	17%	(81)	21%	(95)	22%	(100)	25%	(115)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD11_8: *When it comes to holiday shopping, how difficult is it to shop for each of the following?*

Dad

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	13%	(259)	16%	(321)	16%	(320)	19%	(373)	36%	(726)	2000
Gender: Male	12%	(116)	13%	(121)	19%	(187)	21%	(198)	35%	(341)	963
Gender: Female	14%	(144)	19%	(200)	13%	(133)	17%	(175)	37%	(385)	1037
Age: 18-29	22%	(91)	24%	(101)	24%	(100)	15%	(63)	15%	(63)	418
Age: 30-44	19%	(97)	21%	(111)	19%	(101)	20%	(104)	21%	(110)	523
Age: 45-54	10%	(40)	17%	(71)	16%	(64)	19%	(78)	38%	(156)	409
Age: 55-64	6%	(17)	9%	(26)	10%	(30)	20%	(57)	55%	(159)	289
Age: 65+	4%	(15)	3%	(12)	7%	(25)	20%	(72)	66%	(239)	361
PID: Dem (no lean)	13%	(96)	16%	(118)	16%	(112)	20%	(141)	35%	(257)	724
PID: Ind (no lean)	14%	(95)	15%	(102)	16%	(104)	17%	(113)	38%	(254)	669
PID: Rep (no lean)	11%	(69)	17%	(100)	17%	(104)	20%	(119)	35%	(215)	607
PID/Gender: Dem Men	14%	(48)	15%	(53)	19%	(68)	21%	(72)	31%	(109)	351
PID/Gender: Dem Women	13%	(48)	17%	(65)	12%	(44)	18%	(69)	40%	(148)	374
PID/Gender: Ind Men	13%	(41)	11%	(36)	16%	(52)	20%	(64)	40%	(131)	324
PID/Gender: Ind Women	16%	(54)	19%	(66)	15%	(52)	14%	(49)	36%	(123)	345
PID/Gender: Rep Men	9%	(27)	11%	(31)	23%	(66)	21%	(62)	35%	(101)	288
PID/Gender: Rep Women	13%	(41)	22%	(69)	12%	(37)	18%	(57)	36%	(114)	319
Tea Party: Supporter	15%	(86)	18%	(102)	18%	(101)	20%	(115)	28%	(161)	564
Tea Party: Not Supporter	12%	(173)	15%	(216)	15%	(218)	18%	(256)	39%	(560)	1422
Ideo: Liberal (1-3)	16%	(110)	19%	(135)	18%	(129)	17%	(120)	30%	(209)	703
Ideo: Moderate (4)	14%	(57)	13%	(55)	15%	(62)	18%	(73)	40%	(162)	410
Ideo: Conservative (5-7)	9%	(63)	15%	(105)	14%	(94)	21%	(142)	41%	(278)	681
Educ: < College	13%	(173)	15%	(199)	16%	(211)	18%	(241)	37%	(483)	1307
Educ: Bachelors degree	13%	(49)	17%	(63)	18%	(65)	17%	(63)	35%	(129)	369
Educ: Post-grad	12%	(38)	18%	(59)	14%	(44)	21%	(69)	35%	(114)	324
Income: Under 50k	13%	(140)	16%	(171)	14%	(155)	19%	(204)	38%	(418)	1088
Income: 50k-100k	13%	(86)	17%	(107)	18%	(114)	20%	(127)	33%	(213)	647
Income: 100k+	13%	(34)	16%	(43)	20%	(52)	16%	(43)	35%	(94)	265

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Table BRD11_8: When it comes to holiday shopping, how difficult is it to shop for each of the following?

Dad

Demographic	Very difficult	Somewhat difficult	Not too difficult	Not difficult at all	Don't Know / No Opinion	Total N
Registered Voters	13% (259)	16% (321)	16% (320)	19% (373)	36% (726)	2000
Ethnicity: White	13% (208)	16% (256)	15% (235)	18% (284)	38% (607)	1591
Ethnicity: Hispanic	16% (49)	20% (60)	19% (58)	22% (67)	22% (66)	299
Ethnicity: Afr. Am.	10% (23)	12% (30)	19% (46)	25% (62)	34% (82)	244
Ethnicity: Other	17% (28)	21% (34)	24% (39)	16% (27)	22% (37)	165
Relig: Protestant	13% (66)	13% (63)	13% (64)	20% (98)	42% (209)	500
Relig: Roman Catholic	10% (41)	19% (79)	17% (73)	21% (89)	34% (144)	426
Relig: Ath./Agn./None	13% (66)	16% (83)	17% (90)	16% (85)	38% (194)	516
Relig: Something Else	14% (44)	18% (56)	19% (60)	15% (48)	34% (107)	315
Relig: Jewish	10% (5)	5% (3)	14% (7)	15% (8)	55% (28)	51
Relig: Evangelical	15% (91)	17% (108)	14% (91)	20% (128)	33% (209)	626
Relig: Non-Evang. Catholics	11% (57)	14% (75)	15% (81)	21% (113)	39% (211)	537
Relig: All Christian	13% (148)	16% (183)	15% (171)	21% (240)	36% (420)	1163
Relig: All Non-Christian	13% (110)	17% (138)	18% (149)	16% (133)	36% (301)	831
Community: Urban	14% (79)	16% (86)	19% (108)	20% (113)	30% (168)	555
Community: Suburban	12% (109)	15% (137)	15% (134)	17% (150)	41% (367)	898
Community: Rural	13% (71)	18% (97)	14% (78)	20% (111)	35% (190)	547
Employ: Private Sector	13% (86)	21% (135)	21% (134)	17% (112)	28% (178)	645
Employ: Government	17% (26)	28% (43)	12% (19)	21% (31)	21% (32)	150
Employ: Self-Employed	13% (22)	12% (20)	17% (29)	25% (42)	33% (56)	169
Employ: Homemaker	20% (35)	18% (31)	16% (29)	16% (29)	30% (54)	178
Employ: Student	21% (23)	18% (19)	24% (26)	23% (24)	14% (15)	106
Employ: Retired	5% (18)	5% (18)	8% (32)	18% (73)	65% (258)	399
Employ: Unemployed	12% (19)	14% (22)	11% (17)	19% (31)	44% (71)	161
Employ: Other	16% (31)	17% (33)	18% (35)	16% (31)	33% (62)	191
Job Type: White-collar	12% (85)	17% (128)	17% (124)	18% (130)	36% (268)	734
Job Type: Blue-collar	13% (115)	16% (133)	15% (132)	20% (174)	35% (302)	857
Job Type: Don't Know	15% (60)	15% (59)	16% (64)	17% (69)	38% (156)	409
Military HH: Yes	13% (49)	14% (52)	18% (69)	19% (75)	36% (140)	384
Military HH: No	13% (211)	17% (269)	16% (252)	18% (299)	36% (586)	1616

Continued on next page

Table BRD11_8: When it comes to holiday shopping, how difficult is it to shop for each of the following?

Dad

Demographic	Very difficult		Somewhat difficult		Not too difficult		Not difficult at all		Don't Know / No Opinion		Total N
Registered Voters	13%	(259)	16%	(321)	16%	(320)	19%	(373)	36%	(726)	2000
RD/WT: Right Direction	14%	(83)	16%	(96)	20%	(119)	17%	(99)	34%	(202)	599
RD/WT: Wrong Track	13%	(177)	16%	(225)	14%	(202)	20%	(274)	37%	(524)	1401
Obama Job: Approve	16%	(162)	17%	(172)	18%	(184)	18%	(183)	32%	(334)	1035
Obama Job: Disapprove	10%	(88)	16%	(137)	14%	(125)	20%	(176)	40%	(349)	874
#1 Issue: Economy	14%	(92)	15%	(101)	17%	(115)	21%	(136)	33%	(214)	658
#1 Issue: Security	12%	(46)	15%	(54)	15%	(56)	18%	(66)	40%	(149)	372
#1 Issue: Health Care	12%	(33)	24%	(67)	16%	(44)	17%	(48)	31%	(88)	279
#1 Issue: Medicare / Social Security	4%	(8)	7%	(16)	10%	(21)	20%	(42)	60%	(129)	217
#1 Issue: Women's Issues	25%	(35)	21%	(30)	18%	(25)	14%	(20)	23%	(33)	143
#1 Issue: Education	16%	(21)	20%	(27)	19%	(26)	20%	(27)	25%	(34)	134
#1 Issue: Energy	19%	(17)	13%	(12)	21%	(19)	14%	(12)	32%	(29)	89
#1 Issue: Other	6%	(6)	14%	(15)	13%	(15)	20%	(22)	47%	(51)	109
2014 Vote: Democrat	12%	(86)	15%	(113)	15%	(110)	20%	(146)	37%	(272)	727
2014 Vote: Republican	10%	(56)	16%	(82)	15%	(79)	20%	(106)	39%	(208)	532
2014 Vote: Other	14%	(9)	17%	(10)	9%	(5)	17%	(11)	43%	(26)	61
2014 Vote: Didn't Vote	16%	(109)	17%	(115)	18%	(125)	16%	(110)	32%	(216)	676
2012 Vote: Barack Obama	14%	(113)	15%	(125)	16%	(131)	20%	(162)	35%	(291)	822
2012 Vote: Mitt Romney	10%	(54)	16%	(90)	15%	(82)	19%	(110)	41%	(229)	564
2012 Vote: Other	11%	(8)	8%	(6)	6%	(5)	18%	(13)	56%	(41)	72
2012 Vote: Didn't Vote	16%	(85)	19%	(100)	19%	(103)	16%	(88)	30%	(162)	538
4-Region: Northeast	14%	(50)	17%	(62)	15%	(56)	16%	(59)	38%	(138)	365
4-Region: Midwest	12%	(52)	17%	(73)	16%	(69)	17%	(75)	38%	(162)	430
4-Region: South	12%	(91)	17%	(124)	15%	(109)	20%	(150)	36%	(266)	740
4-Region: West	14%	(66)	14%	(63)	19%	(87)	19%	(89)	34%	(159)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD12: When it comes to holiday shopping, who is it most difficult to shop for?

Demographic	Husband	Wife	In laws	Son	Daughter	Friends	Mom	Dad	Don't Know / No Opinion	Total N
Registered Voters	11% (222)	14% (271)	13% (252)	6% (119)	5% (97)	10% (202)	12% (234)	10% (198)	20% (406)	2000
Gender: Male	3% (33)	27% (261)	10% (101)	4% (37)	4% (38)	11% (104)	12% (117)	7% (69)	21% (202)	963
Gender: Female	18% (189)	1% (10)	15% (151)	8% (82)	6% (59)	9% (98)	11% (117)	12% (128)	20% (203)	1037
Age: 18-29	14% (57)	10% (42)	17% (70)	2% (8)	1% (4)	11% (45)	15% (61)	17% (73)	14% (57)	418
Age: 30-44	13% (66)	12% (60)	15% (76)	5% (24)	5% (27)	7% (38)	16% (82)	14% (75)	14% (73)	523
Age: 45-54	7% (30)	14% (57)	13% (53)	9% (36)	5% (19)	14% (57)	12% (51)	7% (27)	19% (79)	409
Age: 55-64	10% (29)	15% (42)	8% (24)	7% (21)	6% (17)	11% (30)	10% (28)	5% (14)	29% (83)	289
Age: 65+	11% (40)	19% (70)	8% (29)	8% (30)	8% (28)	9% (31)	3% (12)	2% (8)	31% (113)	361
PID: Dem (no lean)	11% (77)	13% (97)	12% (84)	6% (43)	6% (41)	11% (81)	13% (93)	8% (61)	20% (147)	724
PID: Ind (no lean)	11% (71)	11% (72)	13% (86)	6% (41)	4% (28)	11% (76)	11% (76)	10% (68)	23% (151)	669
PID: Rep (no lean)	12% (73)	17% (103)	13% (82)	6% (35)	5% (28)	7% (45)	11% (65)	11% (68)	18% (108)	607
PID/Gender: Dem Men	4% (14)	26% (90)	10% (35)	3% (10)	6% (20)	11% (37)	14% (48)	7% (23)	21% (73)	351
PID/Gender: Dem Women	17% (63)	2% (7)	13% (50)	9% (33)	6% (21)	12% (44)	12% (45)	10% (38)	20% (73)	374
PID/Gender: Ind Men	4% (12)	22% (72)	10% (33)	4% (14)	3% (10)	14% (44)	10% (34)	7% (23)	25% (81)	324
PID/Gender: Ind Women	17% (59)	— (0)	15% (53)	8% (27)	5% (18)	9% (32)	12% (42)	13% (45)	20% (70)	345
PID/Gender: Rep Men	2% (6)	35% (99)	12% (33)	5% (13)	3% (7)	8% (22)	12% (35)	8% (23)	17% (48)	288
PID/Gender: Rep Women	21% (67)	1% (4)	15% (48)	7% (22)	6% (20)	7% (22)	9% (30)	14% (45)	19% (60)	319
Tea Party: Supporter	12% (66)	18% (103)	15% (87)	6% (32)	4% (21)	11% (60)	11% (62)	9% (50)	15% (84)	564
Tea Party: Not Supporter	11% (153)	12% (168)	12% (165)	6% (87)	5% (76)	10% (141)	12% (170)	10% (146)	22% (317)	1422
Ideo: Liberal (1-3)	12% (87)	12% (85)	13% (93)	6% (41)	4% (31)	11% (77)	13% (92)	11% (75)	17% (122)	703
Ideo: Moderate (4)	10% (42)	13% (54)	12% (49)	7% (29)	5% (22)	10% (39)	12% (49)	10% (39)	21% (87)	410
Ideo: Conservative (5-7)	11% (72)	17% (115)	12% (84)	5% (37)	5% (32)	10% (66)	10% (70)	10% (65)	21% (140)	681
Educ: < College	12% (150)	13% (166)	12% (159)	7% (92)	5% (68)	10% (128)	11% (146)	9% (113)	22% (284)	1307
Educ: Bachelors degree	12% (44)	13% (49)	13% (47)	3% (10)	4% (15)	12% (45)	12% (46)	12% (45)	18% (67)	369
Educ: Post-grad	8% (27)	18% (57)	14% (45)	5% (17)	4% (14)	9% (28)	13% (41)	12% (39)	17% (54)	324
Income: Under 50k	10% (106)	11% (117)	11% (120)	7% (74)	6% (66)	11% (123)	12% (126)	8% (85)	25% (271)	1088
Income: 50k-100k	13% (82)	16% (101)	15% (99)	5% (32)	4% (23)	8% (52)	11% (74)	13% (87)	15% (97)	647
Income: 100k+	13% (34)	20% (53)	12% (33)	5% (13)	3% (8)	10% (26)	13% (34)	10% (26)	14% (37)	265

Continued on next page

Table BRD12: When it comes to holiday shopping, who is it most difficult to shop for?

Demographic	Husband	Wife	In laws	Son	Daughter	Friends	Mom	Dad	Don't Know / No Opinion	Total N
Registered Voters	11% (222)	14% (271)	13% (252)	6% (119)	5% (97)	10% (202)	12% (234)	10% (198)	20% (406)	2000
Ethnicity: White	12% (188)	14% (216)	12% (199)	6% (97)	5% (80)	10% (152)	11% (183)	11% (171)	19% (306)	1591
Ethnicity: Hispanic	17% (50)	17% (50)	17% (50)	4% (13)	5% (16)	9% (26)	14% (41)	8% (23)	10% (31)	299
Ethnicity: Afr. Am.	6% (14)	11% (27)	14% (35)	7% (17)	5% (12)	14% (34)	13% (31)	5% (13)	25% (61)	244
Ethnicity: Other	12% (19)	18% (29)	11% (18)	3% (5)	3% (5)	9% (15)	12% (20)	9% (14)	23% (38)	165
Relig: Protestant	9% (43)	16% (80)	11% (55)	6% (32)	5% (25)	9% (45)	12% (62)	10% (49)	22% (110)	500
Relig: Roman Catholic	14% (58)	18% (78)	12% (49)	8% (32)	4% (17)	9% (37)	10% (43)	9% (39)	17% (72)	426
Relig: Ath./Agn./None	10% (53)	11% (58)	13% (69)	5% (24)	4% (23)	14% (70)	12% (61)	10% (53)	20% (105)	516
Relig: Something Else	13% (41)	10% (31)	15% (47)	5% (17)	6% (19)	8% (27)	12% (37)	10% (33)	20% (64)	315
Relig: Jewish	16% (8)	10% (5)	8% (4)	4% (2)	8% (4)	16% (8)	5% (3)	8% (4)	25% (13)	51
Relig: Evangelical	9% (57)	13% (81)	13% (80)	7% (44)	5% (29)	10% (60)	14% (88)	10% (60)	20% (127)	626
Relig: Non-Evang. Catholics	13% (71)	19% (101)	10% (56)	7% (35)	4% (23)	8% (45)	9% (48)	10% (52)	20% (106)	537
Relig: All Christian	11% (128)	16% (182)	12% (136)	7% (79)	5% (52)	9% (105)	12% (136)	10% (112)	20% (233)	1163
Relig: All Non-Christian	11% (94)	11% (89)	14% (116)	5% (40)	5% (42)	12% (97)	12% (98)	10% (85)	20% (170)	831
Community: Urban	11% (61)	13% (72)	13% (72)	8% (44)	5% (26)	11% (60)	12% (67)	8% (43)	20% (110)	555
Community: Suburban	11% (100)	13% (120)	12% (111)	4% (32)	5% (42)	11% (101)	11% (101)	11% (100)	21% (191)	898
Community: Rural	11% (61)	15% (80)	13% (69)	8% (44)	5% (28)	7% (41)	12% (66)	10% (54)	19% (105)	547
Employ: Private Sector	9% (57)	16% (104)	14% (91)	6% (37)	4% (24)	10% (66)	15% (95)	13% (85)	13% (86)	645
Employ: Government	15% (23)	12% (18)	15% (22)	7% (10)	4% (7)	11% (17)	11% (16)	13% (20)	11% (17)	150
Employ: Self-Employed	8% (14)	12% (21)	13% (21)	6% (9)	6% (10)	13% (21)	15% (25)	9% (15)	19% (32)	169
Employ: Homemaker	31% (56)	4% (8)	18% (32)	6% (10)	4% (7)	6% (11)	7% (13)	13% (22)	10% (18)	178
Employ: Student	3% (3)	12% (13)	17% (18)	1% (1)	2% (2)	19% (20)	18% (19)	17% (18)	12% (13)	106
Employ: Retired	9% (35)	19% (76)	7% (29)	9% (35)	7% (28)	9% (38)	4% (16)	2% (7)	34% (135)	399
Employ: Unemployed	8% (13)	8% (12)	7% (11)	4% (6)	6% (10)	9% (14)	19% (30)	9% (15)	31% (50)	161
Employ: Other	11% (20)	10% (19)	15% (29)	5% (10)	5% (10)	8% (16)	10% (18)	8% (14)	29% (55)	191
Job Type: White-collar	11% (79)	15% (108)	14% (105)	6% (43)	5% (38)	11% (83)	12% (86)	10% (71)	16% (120)	734
Job Type: Blue-collar	10% (89)	16% (134)	12% (103)	6% (52)	4% (35)	9% (75)	13% (111)	11% (93)	19% (165)	857
Job Type: Don't Know	13% (53)	7% (29)	11% (44)	6% (24)	6% (24)	11% (44)	9% (37)	8% (34)	29% (120)	409
Military HH: Yes	10% (39)	22% (83)	10% (40)	5% (20)	5% (18)	9% (33)	13% (50)	8% (30)	19% (71)	384
Military HH: No	11% (183)	12% (188)	13% (212)	6% (99)	5% (79)	10% (169)	11% (183)	10% (168)	21% (334)	1616

Continued on next page

Table BRD12: When it comes to holiday shopping, who is it most difficult to shop for?

Demographic	Husband	Wife	In laws	Son	Daughter	Friends	Mom	Dad	Don't Know / No Opinion	Total N
Registered Voters	11% (222)	14% (271)	13% (252)	6% (119)	5% (97)	10% (202)	12% (234)	10% (198)	20% (406)	2000
RD/WT: Right Direction	12% (70)	14% (86)	10% (60)	6% (35)	5% (32)	12% (73)	13% (79)	8% (46)	20% (118)	599
RD/WT: Wrong Track	11% (152)	13% (185)	14% (192)	6% (84)	5% (65)	9% (129)	11% (155)	11% (152)	21% (287)	1401
Obama Job: Approve	11% (116)	13% (135)	12% (122)	5% (54)	4% (43)	11% (117)	14% (141)	11% (112)	19% (195)	1035
Obama Job: Disapprove	11% (97)	15% (131)	13% (116)	7% (58)	6% (49)	9% (79)	10% (87)	9% (79)	20% (178)	874
#1 Issue: Economy	10% (69)	15% (96)	14% (90)	6% (37)	5% (30)	9% (61)	13% (84)	11% (70)	19% (122)	658
#1 Issue: Security	10% (38)	17% (62)	13% (49)	5% (18)	6% (21)	12% (46)	11% (40)	10% (35)	17% (62)	372
#1 Issue: Health Care	12% (34)	17% (48)	11% (32)	9% (25)	2% (5)	10% (29)	12% (33)	9% (26)	17% (48)	279
#1 Issue: Medicare / Social Security	11% (23)	15% (33)	7% (16)	9% (19)	8% (18)	9% (20)	6% (12)	3% (7)	32% (69)	217
#1 Issue: Women's Issues	15% (22)	3% (5)	13% (19)	3% (4)	6% (8)	9% (13)	17% (24)	19% (27)	14% (21)	143
#1 Issue: Education	12% (15)	8% (10)	18% (25)	5% (6)	3% (5)	10% (13)	18% (24)	11% (14)	16% (21)	134
#1 Issue: Energy	17% (15)	9% (8)	10% (9)	5% (4)	3% (3)	12% (11)	9% (8)	14% (12)	21% (19)	89
#1 Issue: Other	4% (5)	9% (10)	12% (13)	6% (6)	6% (7)	8% (9)	8% (8)	5% (6)	41% (45)	109
2014 Vote: Democrat	9% (69)	14% (98)	11% (83)	6% (45)	6% (42)	10% (76)	14% (99)	9% (63)	21% (153)	727
2014 Vote: Republican	11% (59)	19% (102)	13% (72)	5% (29)	4% (23)	8% (42)	10% (53)	10% (52)	19% (101)	532
2014 Vote: Other	6% (4)	15% (9)	7% (4)	10% (6)	9% (6)	8% (5)	13% (8)	8% (5)	23% (14)	61
2014 Vote: Didn't Vote	13% (90)	9% (60)	14% (93)	6% (40)	4% (27)	12% (79)	11% (74)	12% (78)	20% (136)	676
2012 Vote: Barack Obama	10% (83)	14% (113)	11% (93)	7% (61)	6% (47)	10% (83)	13% (111)	9% (73)	19% (157)	822
2012 Vote: Mitt Romney	12% (67)	16% (91)	13% (71)	6% (34)	4% (24)	8% (48)	10% (56)	11% (61)	20% (113)	564
2012 Vote: Other	4% (3)	15% (11)	12% (9)	5% (4)	6% (4)	11% (8)	16% (11)	8% (6)	24% (18)	72
2012 Vote: Didn't Vote	13% (67)	10% (56)	15% (78)	4% (21)	4% (21)	12% (64)	10% (56)	11% (58)	22% (116)	538
4-Region: Northeast	12% (45)	13% (48)	16% (57)	4% (14)	5% (17)	9% (31)	9% (33)	12% (44)	21% (78)	365
4-Region: Midwest	12% (52)	13% (58)	12% (53)	8% (33)	5% (21)	9% (39)	12% (50)	9% (40)	20% (85)	430
4-Region: South	12% (87)	13% (98)	13% (95)	7% (49)	4% (26)	11% (79)	12% (89)	8% (63)	21% (153)	740
4-Region: West	8% (38)	15% (67)	10% (47)	5% (23)	7% (33)	11% (52)	13% (62)	11% (52)	20% (91)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD13: Are you planning on traveling outside of your current state of residence for Thanksgiving?

Demographic	Yes		No		Not sure yet		Total N
Registered Voters	15%	(301)	76%	(1530)	8%	(169)	2000
Gender: Male	18%	(175)	71%	(688)	10%	(100)	963
Gender: Female	12%	(127)	81%	(842)	7%	(69)	1037
Age: 18-29	21%	(87)	68%	(284)	11%	(46)	418
Age: 30-44	19%	(101)	72%	(375)	9%	(47)	523
Age: 45-54	13%	(52)	80%	(327)	7%	(30)	409
Age: 55-64	10%	(28)	81%	(233)	9%	(27)	289
Age: 65+	9%	(34)	86%	(310)	5%	(18)	361
PID: Dem (no lean)	21%	(151)	72%	(523)	7%	(50)	724
PID: Ind (no lean)	12%	(81)	79%	(530)	9%	(58)	669
PID: Rep (no lean)	11%	(69)	79%	(477)	10%	(61)	607
PID/Gender: Dem Men	27%	(93)	65%	(227)	9%	(30)	351
PID/Gender: Dem Women	16%	(58)	79%	(296)	5%	(20)	374
PID/Gender: Ind Men	13%	(44)	76%	(246)	11%	(35)	324
PID/Gender: Ind Women	11%	(38)	82%	(284)	7%	(23)	345
PID/Gender: Rep Men	13%	(38)	75%	(215)	12%	(35)	288
PID/Gender: Rep Women	10%	(31)	82%	(262)	8%	(26)	319
Tea Party: Supporter	24%	(136)	68%	(383)	8%	(45)	564
Tea Party: Not Supporter	11%	(164)	80%	(1137)	9%	(122)	1422
Ideo: Liberal (1-3)	22%	(152)	71%	(498)	7%	(53)	703
Ideo: Moderate (4)	12%	(49)	79%	(324)	9%	(37)	410
Ideo: Conservative (5-7)	13%	(85)	79%	(539)	8%	(56)	681
Educ: < College	11%	(144)	79%	(1039)	10%	(125)	1307
Educ: Bachelors degree	22%	(82)	73%	(271)	4%	(16)	369
Educ: Post-grad	24%	(76)	68%	(220)	9%	(28)	324
Income: Under 50k	12%	(134)	78%	(848)	10%	(106)	1088
Income: 50k-100k	17%	(111)	76%	(490)	7%	(47)	647
Income: 100k+	21%	(57)	73%	(192)	6%	(16)	265
Ethnicity: White	14%	(221)	80%	(1273)	6%	(97)	1591
Ethnicity: Hispanic	25%	(75)	66%	(198)	9%	(26)	299
Ethnicity: Afr. Am.	21%	(51)	62%	(151)	17%	(43)	244

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Table BRD13: Are you planning on traveling outside of your current state of residence for Thanksgiving?

Demographic	Yes	No	Not sure yet	Total N
Registered Voters	15% (301)	76% (1530)	8% (169)	2000
Ethnicity: Other	18% (29)	64% (106)	18% (29)	165
Relig: Protestant	14% (72)	80% (400)	6% (29)	500
Relig: Roman Catholic	18% (78)	75% (320)	6% (27)	426
Relig: Ath./Agn./None	12% (63)	77% (399)	11% (55)	516
Relig: Something Else	19% (59)	73% (228)	9% (27)	315
Relig: Jewish	26% (13)	65% (33)	9% (5)	51
Relig: Evangelical	17% (108)	75% (468)	8% (50)	626
Relig: Non-Evang. Catholics	13% (70)	81% (433)	6% (34)	537
Relig: All Christian	15% (178)	77% (901)	7% (84)	1163
Relig: All Non-Christian	15% (122)	76% (627)	10% (82)	831
Community: Urban	22% (120)	69% (384)	9% (51)	555
Community: Suburban	13% (120)	78% (704)	8% (74)	898
Community: Rural	11% (62)	81% (442)	8% (43)	547
Employ: Private Sector	21% (133)	73% (470)	7% (42)	645
Employ: Government	27% (40)	71% (106)	2% (4)	150
Employ: Self-Employed	16% (27)	72% (123)	12% (20)	169
Employ: Homemaker	10% (18)	83% (148)	7% (13)	178
Employ: Student	14% (15)	75% (80)	10% (11)	106
Employ: Retired	10% (42)	84% (336)	6% (22)	399
Employ: Unemployed	8% (13)	82% (133)	9% (15)	161
Employ: Other	7% (14)	71% (135)	22% (42)	191
Job Type: White-collar	21% (153)	73% (535)	6% (46)	734
Job Type: Blue-collar	13% (111)	80% (684)	7% (62)	857
Job Type: Don't Know	9% (37)	76% (311)	15% (60)	409
Military HH: Yes	20% (79)	72% (277)	7% (28)	384
Military HH: No	14% (223)	78% (1253)	9% (140)	1616
RD/WT: Right Direction	25% (148)	66% (394)	10% (58)	599
RD/WT: Wrong Track	11% (154)	81% (1136)	8% (111)	1401
Obama Job: Approve	20% (205)	73% (755)	7% (75)	1035
Obama Job: Disapprove	10% (89)	82% (713)	8% (73)	874

Continued on next page

Table BRD13: Are you planning on traveling outside of your current state of residence for Thanksgiving?

Demographic	Yes	No	Not sure yet	Total N
Registered Voters	15% (301)	76% (1530)	8% (169)	2000
#1 Issue: Economy	12% (81)	79% (519)	9% (57)	658
#1 Issue: Security	17% (63)	76% (281)	7% (27)	372
#1 Issue: Health Care	13% (36)	80% (223)	7% (20)	279
#1 Issue: Medicare / Social Security	14% (30)	78% (170)	8% (17)	217
#1 Issue: Women's Issues	21% (30)	73% (104)	6% (9)	143
#1 Issue: Education	23% (30)	66% (88)	11% (15)	134
#1 Issue: Energy	27% (24)	67% (60)	6% (6)	89
#1 Issue: Other	7% (8)	77% (84)	15% (17)	109
2014 Vote: Democrat	22% (157)	71% (518)	7% (52)	727
2014 Vote: Republican	13% (71)	80% (427)	6% (34)	532
2014 Vote: Other	7% (5)	79% (49)	14% (8)	61
2014 Vote: Didn't Vote	10% (70)	79% (533)	11% (73)	676
2012 Vote: Barack Obama	21% (171)	71% (584)	8% (67)	822
2012 Vote: Mitt Romney	13% (75)	81% (459)	5% (30)	564
2012 Vote: Other	7% (5)	77% (55)	17% (12)	72
2012 Vote: Didn't Vote	10% (51)	79% (427)	11% (59)	538
4-Region: Northeast	19% (68)	75% (273)	7% (25)	365
4-Region: Midwest	13% (56)	80% (342)	7% (32)	430
4-Region: South	15% (111)	75% (558)	10% (71)	740
4-Region: West	14% (66)	77% (357)	9% (41)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD14: And, how do you plan on traveling?

Demographic	Driving		Fling domestically	Flying inter- national	Going on a cruise		Other		Don't Know / No Opinion		Total N
	Driving less than 5 hours	more than 5 hours									
Registered Voters	34% (158)	28% (131)	14% (65)	5% (24)	3% (15)	2% (10)	14% (68)			470	
Gender: Male	32% (88)	26% (72)	13% (36)	7% (19)	3% (8)	3% (8)	16% (43)			275	
Gender: Female	36% (70)	30% (59)	15% (29)	3% (5)	3% (7)	1% (2)	13% (25)			196	
Age: 18-29	38% (51)	20% (27)	18% (23)	7% (10)	3% (4)	2% (2)	12% (16)			133	
Age: 30-44	33% (49)	31% (46)	11% (16)	6% (9)	4% (5)	1% (2)	14% (20)			148	
Age: 45-54	32% (26)	36% (30)	14% (11)	1% (1)	1% (1)	1% (1)	15% (12)			82	
Age: 55-64	32% (18)	19% (11)	8% (4)	5% (3)	5% (3)	5% (3)	26% (14)			56	
Age: 65+	26% (13)	35% (18)	20% (10)	2% (1)	3% (2)	3% (2)	10% (5)			51	
PID: Dem (no lean)	34% (68)	29% (58)	14% (28)	7% (14)	4% (8)	2% (4)	10% (21)			201	
PID: Ind (no lean)	35% (49)	25% (35)	12% (16)	5% (7)	2% (3)	2% (3)	18% (25)			139	
PID: Rep (no lean)	31% (40)	29% (38)	16% (21)	2% (3)	2% (3)	2% (2)	17% (22)			130	
PID/Gender: Dem Men	32% (40)	26% (32)	15% (18)	8% (10)	4% (5)	4% (4)	11% (13)			123	
PID/Gender: Dem Women	37% (29)	33% (26)	12% (10)	4% (3)	4% (3)	— (0)	9% (7)			78	
PID/Gender: Ind Men	32% (25)	29% (23)	8% (6)	7% (6)	— (0)	3% (2)	21% (17)			78	
PID/Gender: Ind Women	40% (24)	20% (12)	16% (10)	2% (1)	6% (3)	1% (1)	15% (9)			61	
PID/Gender: Rep Men	32% (23)	24% (18)	16% (12)	4% (3)	4% (3)	2% (2)	18% (13)			73	
PID/Gender: Rep Women	30% (17)	36% (21)	16% (9)	— (0)	— (0)	1% (1)	16% (9)			57	
Tea Party: Supporter	37% (67)	28% (50)	14% (26)	7% (13)	5% (9)	1% (2)	8% (14)			181	
Tea Party: Not Supporter	32% (90)	28% (81)	13% (38)	4% (11)	2% (5)	3% (8)	18% (52)			286	
Ideo: Liberal (1-3)	36% (74)	27% (56)	16% (34)	7% (14)	4% (8)	2% (4)	7% (15)			205	
Ideo: Moderate (4)	30% (26)	36% (31)	10% (9)	3% (2)	4% (4)	2% (1)	14% (12)			85	
Ideo: Conservative (5-7)	33% (47)	27% (38)	13% (18)	4% (6)	2% (3)	3% (4)	18% (26)			141	
Educ: < College	34% (91)	26% (70)	14% (37)	4% (11)	2% (4)	3% (7)	18% (49)			268	
Educ: Bachelors degree	33% (32)	37% (36)	11% (11)	7% (7)	4% (4)	1% (1)	7% (7)			98	
Educ: Post-grad	34% (35)	24% (25)	16% (17)	6% (6)	6% (7)	3% (3)	11% (12)			104	
Income: Under 50k	35% (83)	26% (62)	11% (26)	6% (14)	2% (4)	2% (6)	19% (45)			240	
Income: 50k-100k	30% (47)	32% (51)	16% (25)	4% (7)	5% (9)	2% (4)	10% (15)			158	
Income: 100k+	39% (28)	24% (18)	18% (13)	5% (3)	3% (2)	1% (1)	11% (8)			73	
Ethnicity: White	35% (111)	29% (92)	14% (44)	6% (20)	3% (10)	1% (4)	12% (37)			318	

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Table BRD14: And, how do you plan on traveling?

Demographic	Driving		Fling domestically	Flying inter- national	Going on a cruise		Other	Don't Know / No Opinion		Total N
	Driving less than 5 hours	more than 5 hours								
Registered Voters	34% (158)	28% (131)	14% (65)	5% (24)	3% (15)	2% (10)	14% (68)	470		
Ethnicity: Hispanic	40% (41)	16% (16)	14% (14)	13% (13)	2% (2)	1% (1)	14% (15)	101		
Ethnicity: Afr. Am.	33% (31)	30% (28)	12% (11)	1% (1)	4% (3)	4% (3)	17% (16)	94		
Ethnicity: Other	28% (17)	19% (11)	17% (10)	4% (3)	2% (1)	4% (2)	25% (15)	59		
Relig: Protestant	32% (32)	29% (30)	15% (15)	10% (10)	2% (2)	— (0)	11% (11)	101		
Relig: Roman Catholic	50% (52)	19% (20)	11% (11)	7% (7)	3% (3)	1% (1)	10% (11)	105		
Relig: Ath./Agn./None	30% (35)	26% (31)	15% (17)	4% (4)	3% (3)	4% (4)	19% (22)	117		
Relig: Something Else	30% (26)	34% (29)	18% (15)	1% (1)	3% (3)	4% (3)	11% (10)	86		
Relig: Evangelical	39% (61)	26% (41)	10% (16)	9% (14)	4% (6)	1% (2)	12% (18)	158		
Relig: Non-Evang. Catholics	34% (36)	28% (29)	16% (16)	4% (4)	3% (3)	1% (1)	14% (15)	104		
Relig: All Christian	37% (97)	27% (70)	12% (32)	7% (18)	3% (9)	1% (3)	13% (33)	262		
Relig: All Non-Christian	30% (61)	29% (60)	16% (33)	3% (5)	3% (6)	4% (7)	15% (32)	203		
Community: Urban	31% (54)	26% (44)	16% (27)	9% (15)	3% (5)	3% (5)	12% (21)	171		
Community: Suburban	29% (56)	32% (62)	16% (30)	4% (7)	2% (5)	2% (4)	16% (30)	194		
Community: Rural	46% (48)	24% (25)	7% (7)	1% (1)	5% (5)	2% (2)	16% (17)	105		
Employ: Private Sector	37% (65)	33% (57)	13% (23)	5% (10)	2% (3)	1% (2)	8% (14)	175		
Employ: Retired	34% (21)	30% (19)	11% (7)	6% (4)	5% (3)	3% (2)	11% (7)	64		
Employ: Other	29% (17)	13% (7)	8% (5)	5% (3)	— (0)	10% (6)	34% (19)	56		
Job Type: White-collar	36% (72)	24% (47)	19% (38)	6% (11)	4% (9)	1% (1)	11% (22)	200		
Job Type: Blue-collar	33% (57)	37% (64)	10% (17)	5% (8)	3% (5)	3% (6)	10% (17)	173		
Job Type: Don't Know	30% (29)	21% (20)	11% (11)	5% (4)	1% (1)	3% (3)	30% (29)	97		
Military HH: Yes	40% (43)	33% (36)	8% (9)	6% (7)	1% (1)	1% (1)	11% (11)	107		
Military HH: No	32% (115)	26% (95)	16% (56)	5% (17)	4% (14)	2% (9)	16% (56)	363		
RD/WT: Right Direction	35% (73)	29% (60)	12% (26)	7% (15)	2% (5)	1% (2)	12% (25)	205		
RD/WT: Wrong Track	32% (85)	27% (71)	15% (39)	3% (9)	4% (10)	3% (8)	16% (43)	265		
Obama Job: Approve	33% (94)	28% (79)	15% (42)	7% (18)	5% (15)	2% (5)	10% (27)	280		
Obama Job: Disapprove	35% (57)	29% (47)	14% (22)	4% (6)	— (0)	2% (4)	16% (26)	162		
#1 Issue: Economy	30% (42)	29% (41)	17% (24)	5% (7)	1% (1)	2% (3)	16% (22)	138		
#1 Issue: Security	36% (33)	30% (28)	11% (10)	5% (5)	3% (3)	1% (1)	13% (12)	91		
#1 Issue: Health Care	35% (20)	32% (18)	12% (7)	6% (4)	2% (1)	5% (3)	8% (4)	57		

Continued on next page

Table BRD14: *And, how do you plan on traveling?*

Demographic	Driving		Fling domestically	Flying inter- national	Going on a cruise		Other	Don't Know / No Opinion		Total N
	Driving less than 5 hours	more than 5 hours								
Registered Voters	34% (158)	28% (131)	14% (65)	5% (24)	3% (15)	2% (10)	14% (68)	470		
2014 Vote: Democrat	37% (78)	27% (56)	15% (30)	5% (11)	4% (8)	1% (3)	11% (23)	209		
2014 Vote: Republican	38% (40)	32% (34)	18% (19)	— (0)	3% (3)	— (0)	9% (10)	105		
2014 Vote: Didn't Vote	26% (37)	26% (37)	11% (15)	9% (12)	2% (3)	5% (6)	22% (31)	142		
2012 Vote: Barack Obama	35% (82)	30% (72)	15% (35)	5% (12)	4% (8)	2% (4)	10% (24)	238		
2012 Vote: Mitt Romney	35% (37)	34% (36)	15% (15)	3% (3)	3% (3)	— (0)	11% (11)	105		
2012 Vote: Didn't Vote	31% (34)	18% (20)	13% (14)	8% (8)	2% (3)	4% (5)	25% (27)	111		
4-Region: Northeast	43% (39)	21% (19)	15% (14)	8% (7)	1% (1)	2% (2)	11% (10)	92		
4-Region: Midwest	37% (32)	29% (25)	8% (7)	2% (2)	5% (5)	2% (2)	17% (15)	88		
4-Region: South	32% (58)	33% (59)	11% (21)	5% (8)	4% (8)	2% (4)	13% (23)	182		
4-Region: West	26% (28)	25% (27)	22% (23)	6% (7)	1% (1)	2% (2)	19% (20)	107		

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD15_1: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

A stores location

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	45% (894)	30% (602)	9% (172)	7% (137)	10% (196)	2000
Gender: Male	42% (404)	30% (286)	11% (103)	7% (66)	11% (104)	963
Gender: Female	47% (490)	30% (316)	7% (69)	7% (70)	9% (92)	1037
Age: 18-29	46% (193)	29% (123)	12% (50)	5% (21)	7% (31)	418
Age: 30-44	47% (245)	33% (171)	8% (42)	4% (22)	8% (43)	523
Age: 45-54	45% (182)	31% (127)	10% (40)	4% (18)	10% (42)	409
Age: 55-64	44% (127)	28% (80)	7% (21)	10% (29)	11% (31)	289
Age: 65+	40% (146)	28% (101)	5% (19)	12% (45)	14% (50)	361
PID: Dem (no lean)	45% (328)	31% (221)	8% (60)	6% (44)	10% (71)	724
PID: Ind (no lean)	44% (297)	27% (181)	9% (61)	8% (52)	12% (78)	669
PID: Rep (no lean)	44% (268)	33% (200)	8% (51)	7% (41)	8% (47)	607
PID/Gender: Dem Men	44% (155)	31% (108)	10% (35)	6% (20)	10% (34)	351
PID/Gender: Dem Women	46% (174)	30% (113)	7% (25)	7% (25)	10% (37)	374
PID/Gender: Ind Men	39% (128)	28% (92)	11% (37)	7% (24)	13% (43)	324
PID/Gender: Ind Women	49% (170)	26% (89)	7% (24)	8% (27)	10% (34)	345
PID/Gender: Rep Men	42% (121)	30% (86)	11% (31)	8% (23)	9% (27)	288
PID/Gender: Rep Women	46% (147)	36% (113)	6% (20)	6% (18)	6% (21)	319
Tea Party: Supporter	47% (267)	30% (167)	11% (64)	5% (28)	7% (38)	564
Tea Party: Not Supporter	44% (622)	30% (429)	8% (108)	8% (109)	11% (156)	1422
Ideo: Liberal (1-3)	47% (328)	29% (206)	9% (61)	7% (49)	8% (58)	703
Ideo: Moderate (4)	47% (191)	31% (129)	8% (34)	5% (20)	9% (37)	410
Ideo: Conservative (5-7)	43% (290)	32% (217)	9% (58)	8% (57)	8% (57)	681
Educ: < College	45% (594)	28% (362)	9% (121)	7% (92)	10% (137)	1307
Educ: Bachelors degree	43% (157)	35% (130)	8% (28)	6% (21)	9% (33)	369
Educ: Post-grad	44% (142)	34% (110)	7% (23)	7% (23)	8% (26)	324

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Table BRD15_1: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

A stores location

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	45% (894)	30% (602)	9% (172)	7% (137)	10% (196)	2000
Income: Under 50k	44% (484)	27% (297)	8% (87)	8% (88)	12% (131)	1088
Income: 50k-100k	46% (297)	33% (214)	9% (56)	6% (36)	7% (44)	647
Income: 100k+	43% (113)	34% (91)	11% (28)	5% (12)	8% (20)	265
Ethnicity: White	44% (700)	31% (494)	8% (127)	7% (115)	10% (154)	1591
Ethnicity: Hispanic	53% (159)	24% (71)	11% (33)	4% (13)	7% (22)	299
Ethnicity: Afr. Am.	47% (114)	27% (67)	9% (23)	5% (12)	12% (28)	244
Ethnicity: Other	48% (80)	25% (41)	13% (21)	6% (9)	8% (14)	165
Relig: Protestant	44% (218)	31% (158)	7% (35)	8% (41)	10% (49)	500
Relig: Roman Catholic	49% (211)	29% (123)	9% (40)	7% (29)	6% (23)	426
Relig: Ath./Agn./None	40% (208)	28% (147)	10% (52)	8% (43)	13% (67)	516
Relig: Something Else	43% (135)	33% (105)	8% (25)	6% (19)	10% (30)	315
Relig: Jewish	39% (20)	34% (17)	11% (5)	8% (4)	9% (5)	51
Relig: Evangelical	48% (300)	31% (192)	8% (49)	5% (34)	8% (51)	626
Relig: Non-Evang. Catholics	46% (249)	29% (158)	8% (43)	8% (41)	8% (45)	537
Relig: All Christian	47% (549)	30% (351)	8% (92)	6% (75)	8% (96)	1163
Relig: All Non-Christian	41% (343)	30% (251)	9% (77)	7% (62)	12% (98)	831
Community: Urban	47% (262)	29% (159)	11% (58)	6% (32)	8% (43)	555
Community: Suburban	43% (382)	33% (293)	8% (73)	7% (62)	10% (87)	898
Community: Rural	45% (249)	27% (150)	7% (40)	8% (42)	12% (67)	547
Employ: Private Sector	48% (308)	32% (205)	8% (53)	6% (39)	6% (40)	645
Employ: Government	44% (67)	36% (53)	12% (19)	4% (5)	4% (6)	150
Employ: Self-Employed	50% (85)	28% (47)	11% (19)	6% (10)	5% (9)	169
Employ: Homemaker	41% (73)	39% (70)	6% (11)	7% (12)	7% (12)	178
Employ: Student	46% (49)	32% (34)	14% (15)	2% (2)	7% (7)	106
Employ: Retired	40% (158)	27% (108)	6% (26)	11% (46)	15% (62)	399
Employ: Unemployed	45% (72)	17% (28)	9% (14)	7% (12)	22% (35)	161
Employ: Other	44% (83)	29% (56)	8% (15)	5% (10)	13% (26)	191

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Table BRD15_1: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

A stores location

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	45% (894)	30% (602)	9% (172)	7% (137)	10% (196)	2000
Job Type: White-collar	46% (335)	33% (240)	8% (59)	7% (49)	7% (51)	734
Job Type: Blue-collar	45% (384)	30% (253)	9% (75)	7% (63)	10% (82)	857
Job Type: Don't Know	43% (174)	27% (109)	9% (38)	6% (25)	15% (63)	409
Military HH: Yes	46% (175)	24% (91)	11% (41)	8% (30)	12% (46)	384
Military HH: No	44% (718)	32% (511)	8% (131)	7% (106)	9% (150)	1616
RD/WT: Right Direction	44% (264)	30% (179)	9% (54)	7% (41)	10% (62)	599
RD/WT: Wrong Track	45% (630)	30% (423)	8% (118)	7% (95)	10% (134)	1401
Obama Job: Approve	47% (489)	28% (294)	9% (94)	6% (63)	9% (96)	1035
Obama Job: Disapprove	43% (377)	32% (283)	8% (69)	8% (68)	9% (77)	874
#1 Issue: Economy	46% (304)	33% (219)	9% (56)	5% (31)	7% (47)	658
#1 Issue: Security	48% (180)	28% (103)	9% (32)	6% (22)	9% (35)	372
#1 Issue: Health Care	41% (114)	34% (95)	9% (26)	7% (21)	9% (24)	279
#1 Issue: Medicare / Social Security	38% (82)	28% (60)	7% (16)	12% (25)	16% (34)	217
#1 Issue: Women's Issues	50% (72)	24% (35)	11% (15)	4% (6)	10% (15)	143
#1 Issue: Education	46% (61)	31% (41)	7% (10)	10% (14)	6% (8)	134
#1 Issue: Energy	43% (38)	28% (25)	14% (13)	3% (2)	13% (11)	89
#1 Issue: Other	40% (43)	22% (24)	3% (4)	14% (16)	20% (22)	109
2014 Vote: Democrat	45% (328)	30% (215)	8% (60)	7% (50)	10% (74)	727
2014 Vote: Republican	45% (239)	30% (161)	8% (41)	7% (40)	10% (51)	532
2014 Vote: Other	53% (33)	15% (9)	4% (3)	10% (6)	17% (11)	61
2014 Vote: Didn't Vote	43% (291)	32% (215)	10% (68)	6% (40)	9% (61)	676
2012 Vote: Barack Obama	45% (370)	30% (250)	7% (61)	7% (58)	10% (83)	822
2012 Vote: Mitt Romney	45% (255)	32% (181)	8% (43)	7% (39)	8% (46)	564
2012 Vote: Other	44% (32)	24% (18)	10% (8)	7% (5)	14% (10)	72
2012 Vote: Didn't Vote	44% (235)	29% (153)	11% (60)	6% (34)	10% (55)	538
4-Region: Northeast	49% (179)	27% (97)	10% (35)	8% (28)	7% (27)	365
4-Region: Midwest	46% (198)	32% (136)	5% (23)	7% (29)	10% (43)	430
4-Region: South	42% (314)	32% (233)	10% (74)	7% (53)	9% (66)	740
4-Region: West	44% (203)	29% (136)	8% (39)	6% (26)	13% (60)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD15_2: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

How long the lines are

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	50% (1001)	26% (525)	8% (154)	6% (123)	10% (198)	2000
Gender: Male	47% (449)	28% (267)	9% (84)	6% (56)	11% (107)	963
Gender: Female	53% (552)	25% (258)	7% (69)	6% (67)	9% (91)	1037
Age: 18-29	48% (200)	28% (118)	12% (49)	5% (20)	7% (31)	418
Age: 30-44	50% (260)	29% (154)	9% (46)	4% (21)	8% (43)	523
Age: 45-54	52% (214)	28% (113)	6% (24)	5% (20)	9% (39)	409
Age: 55-64	53% (152)	22% (64)	5% (16)	8% (24)	11% (33)	289
Age: 65+	49% (175)	21% (77)	5% (20)	10% (37)	14% (52)	361
PID: Dem (no lean)	52% (378)	25% (182)	8% (56)	6% (41)	9% (68)	724
PID: Ind (no lean)	46% (309)	28% (187)	7% (49)	7% (45)	12% (80)	669
PID: Rep (no lean)	52% (315)	26% (156)	8% (49)	6% (37)	8% (50)	607
PID/Gender: Dem Men	49% (171)	28% (97)	8% (30)	5% (19)	10% (34)	351
PID/Gender: Dem Women	55% (207)	23% (85)	7% (26)	6% (21)	9% (34)	374
PID/Gender: Ind Men	41% (134)	30% (97)	9% (30)	6% (19)	14% (44)	324
PID/Gender: Ind Women	51% (175)	26% (89)	6% (20)	8% (26)	10% (36)	345
PID/Gender: Rep Men	50% (144)	25% (73)	9% (25)	6% (18)	10% (28)	288
PID/Gender: Rep Women	54% (171)	26% (84)	7% (24)	6% (19)	7% (21)	319
Tea Party: Supporter	53% (296)	27% (153)	10% (57)	4% (20)	7% (38)	564
Tea Party: Not Supporter	49% (696)	26% (370)	7% (96)	7% (103)	11% (157)	1422
Ideo: Liberal (1-3)	51% (358)	29% (200)	7% (49)	6% (44)	7% (52)	703
Ideo: Moderate (4)	54% (220)	25% (103)	7% (30)	5% (21)	9% (35)	410
Ideo: Conservative (5-7)	49% (333)	26% (177)	9% (60)	7% (48)	9% (62)	681
Educ: < College	50% (655)	24% (319)	8% (104)	7% (86)	11% (143)	1307
Educ: Bachelors degree	55% (203)	26% (94)	5% (18)	6% (23)	8% (30)	369
Educ: Post-grad	44% (143)	34% (111)	10% (32)	4% (13)	8% (25)	324

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Table BRD15_2: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

How long the lines are

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	50% (1001)	26% (525)	8% (154)	6% (123)	10% (198)	2000
Income: Under 50k	48% (523)	24% (256)	8% (86)	8% (88)	12% (134)	1088
Income: 50k-100k	50% (324)	31% (201)	8% (51)	5% (29)	7% (42)	647
Income: 100k+	58% (154)	25% (67)	6% (16)	2% (5)	8% (22)	265
Ethnicity: White	49% (786)	27% (425)	7% (119)	7% (104)	10% (156)	1591
Ethnicity: Hispanic	55% (166)	27% (79)	8% (25)	3% (9)	7% (21)	299
Ethnicity: Afr. Am.	52% (128)	25% (60)	7% (17)	6% (14)	10% (25)	244
Ethnicity: Other	53% (87)	24% (40)	11% (17)	3% (5)	10% (16)	165
Relig: Protestant	47% (238)	30% (151)	5% (26)	8% (39)	9% (47)	500
Relig: Roman Catholic	55% (236)	24% (104)	9% (39)	5% (22)	6% (25)	426
Relig: Ath./Agn./None	46% (237)	25% (129)	9% (44)	7% (35)	14% (70)	516
Relig: Something Else	51% (161)	28% (87)	7% (22)	5% (17)	9% (28)	315
Relig: Jewish	44% (22)	31% (16)	8% (4)	8% (4)	9% (5)	51
Relig: Evangelical	51% (318)	28% (177)	7% (43)	6% (37)	8% (52)	626
Relig: Non-Evang. Catholics	53% (284)	24% (129)	8% (44)	6% (34)	9% (46)	537
Relig: All Christian	52% (602)	26% (306)	7% (87)	6% (71)	8% (97)	1163
Relig: All Non-Christian	48% (398)	26% (216)	8% (66)	6% (52)	12% (98)	831
Community: Urban	50% (276)	28% (156)	9% (48)	5% (26)	8% (47)	555
Community: Suburban	53% (476)	25% (223)	7% (62)	6% (51)	10% (85)	898
Community: Rural	45% (248)	27% (146)	8% (43)	8% (45)	12% (65)	547
Employ: Private Sector	48% (312)	32% (207)	8% (54)	5% (34)	6% (37)	645
Employ: Government	46% (68)	36% (53)	12% (18)	3% (5)	4% (6)	150
Employ: Self-Employed	57% (97)	23% (38)	9% (15)	4% (7)	7% (12)	169
Employ: Homemaker	53% (94)	26% (46)	7% (12)	8% (15)	7% (12)	178
Employ: Student	52% (55)	28% (30)	12% (13)	3% (4)	5% (5)	106
Employ: Retired	49% (197)	20% (81)	5% (19)	10% (39)	16% (64)	399
Employ: Unemployed	50% (81)	16% (26)	7% (12)	6% (9)	21% (33)	161
Employ: Other	51% (96)	23% (44)	6% (12)	5% (10)	15% (28)	191

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Table BRD15_2: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

How long the lines are

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	50% (1001)	26% (525)	8% (154)	6% (123)	10% (198)	2000
Job Type: White-collar	51% (378)	29% (213)	8% (57)	5% (35)	7% (52)	734
Job Type: Blue-collar	50% (425)	26% (224)	8% (67)	7% (64)	9% (77)	857
Job Type: Don't Know	49% (198)	22% (88)	7% (30)	6% (24)	17% (68)	409
Military HH: Yes	47% (180)	27% (103)	8% (31)	7% (26)	12% (45)	384
Military HH: No	51% (821)	26% (422)	8% (123)	6% (97)	9% (152)	1616
RD/WT: Right Direction	48% (286)	29% (174)	8% (50)	5% (32)	10% (57)	599
RD/WT: Wrong Track	51% (715)	25% (351)	7% (103)	6% (91)	10% (140)	1401
Obama Job: Approve	52% (535)	27% (281)	7% (74)	5% (55)	9% (89)	1035
Obama Job: Disapprove	50% (436)	26% (223)	8% (70)	7% (62)	9% (83)	874
#1 Issue: Economy	51% (336)	30% (195)	6% (41)	5% (34)	8% (52)	658
#1 Issue: Security	50% (186)	27% (100)	10% (36)	4% (14)	10% (36)	372
#1 Issue: Health Care	56% (155)	20% (56)	8% (23)	7% (21)	9% (25)	279
#1 Issue: Medicare / Social Security	49% (106)	20% (43)	6% (14)	10% (22)	15% (32)	217
#1 Issue: Women's Issues	48% (69)	32% (46)	5% (8)	5% (7)	9% (13)	143
#1 Issue: Education	43% (58)	31% (42)	10% (13)	9% (11)	7% (9)	134
#1 Issue: Energy	54% (48)	23% (21)	11% (10)	5% (4)	7% (7)	89
#1 Issue: Other	39% (43)	21% (22)	9% (10)	8% (9)	22% (24)	109
2014 Vote: Democrat	48% (351)	29% (209)	7% (48)	7% (48)	10% (71)	727
2014 Vote: Republican	50% (268)	26% (139)	7% (37)	7% (36)	10% (52)	532
2014 Vote: Other	42% (26)	25% (15)	9% (6)	4% (2)	21% (13)	61
2014 Vote: Didn't Vote	52% (352)	24% (162)	9% (63)	5% (37)	9% (62)	676
2012 Vote: Barack Obama	50% (411)	28% (231)	6% (50)	6% (52)	10% (79)	822
2012 Vote: Mitt Romney	51% (285)	26% (149)	8% (45)	6% (34)	9% (50)	564
2012 Vote: Other	47% (34)	22% (16)	8% (5)	8% (6)	16% (11)	72
2012 Vote: Didn't Vote	50% (268)	24% (129)	10% (54)	6% (31)	10% (56)	538
4-Region: Northeast	50% (183)	26% (93)	10% (36)	7% (25)	8% (28)	365
4-Region: Midwest	50% (217)	28% (118)	7% (29)	6% (25)	10% (41)	430
4-Region: South	49% (366)	26% (191)	8% (60)	7% (53)	10% (71)	740
4-Region: West	51% (235)	26% (123)	6% (29)	4% (20)	12% (58)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD15_3: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Sales and clearances

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	60% (1197)	20% (404)	5% (99)	5% (107)	10% (193)	2000
Gender: Male	53% (513)	23% (226)	7% (71)	5% (48)	11% (105)	963
Gender: Female	66% (684)	17% (178)	3% (28)	6% (59)	8% (88)	1037
Age: 18-29	60% (250)	22% (94)	8% (32)	3% (11)	7% (30)	418
Age: 30-44	65% (338)	20% (104)	5% (25)	3% (13)	8% (43)	523
Age: 45-54	66% (271)	20% (81)	1% (5)	3% (13)	10% (40)	409
Age: 55-64	57% (164)	16% (47)	6% (19)	10% (29)	10% (30)	289
Age: 65+	48% (174)	22% (79)	5% (18)	11% (41)	14% (50)	361
PID: Dem (no lean)	62% (452)	19% (138)	5% (37)	5% (34)	9% (64)	724
PID: Ind (no lean)	56% (376)	20% (134)	5% (35)	6% (41)	12% (82)	669
PID: Rep (no lean)	61% (369)	22% (132)	4% (27)	5% (32)	8% (46)	607
PID/Gender: Dem Men	57% (200)	23% (79)	7% (26)	4% (13)	9% (32)	351
PID/Gender: Dem Women	67% (252)	16% (59)	3% (11)	5% (20)	9% (32)	374
PID/Gender: Ind Men	47% (152)	24% (79)	8% (27)	6% (18)	15% (47)	324
PID/Gender: Ind Women	65% (224)	16% (55)	2% (8)	7% (23)	10% (35)	345
PID/Gender: Rep Men	56% (160)	23% (67)	6% (18)	6% (16)	9% (26)	288
PID/Gender: Rep Women	66% (209)	20% (65)	3% (9)	5% (16)	6% (20)	319
Tea Party: Supporter	59% (330)	23% (127)	8% (44)	4% (23)	7% (39)	564
Tea Party: Not Supporter	60% (858)	19% (275)	4% (55)	6% (84)	11% (151)	1422
Ideo: Liberal (1-3)	61% (432)	21% (145)	5% (37)	5% (37)	7% (51)	703
Ideo: Moderate (4)	60% (247)	24% (97)	5% (21)	3% (11)	8% (34)	410
Ideo: Conservative (5-7)	60% (406)	19% (128)	5% (35)	7% (50)	9% (62)	681
Educ: < College	60% (784)	19% (254)	5% (63)	5% (70)	10% (136)	1307
Educ: Bachelors degree	63% (233)	19% (71)	5% (18)	5% (18)	8% (29)	369
Educ: Post-grad	56% (181)	24% (79)	6% (18)	6% (19)	8% (27)	324

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Table BRD15_3: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Sales and clearances

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	60% (1197)	20% (404)	5% (99)	5% (107)	10% (193)	2000
Income: Under 50k	57% (624)	20% (213)	5% (53)	6% (69)	12% (128)	1088
Income: 50k-100k	65% (423)	20% (127)	5% (29)	4% (29)	6% (39)	647
Income: 100k+	57% (150)	24% (64)	6% (16)	4% (10)	9% (25)	265
Ethnicity: White	59% (944)	21% (327)	4% (71)	6% (93)	10% (155)	1591
Ethnicity: Hispanic	70% (208)	15% (44)	6% (19)	3% (9)	6% (19)	299
Ethnicity: Afr. Am.	61% (150)	18% (43)	8% (20)	3% (7)	10% (24)	244
Ethnicity: Other	62% (103)	20% (34)	5% (8)	4% (7)	8% (14)	165
Relig: Protestant	57% (284)	24% (121)	4% (18)	6% (31)	9% (46)	500
Relig: Roman Catholic	66% (283)	18% (78)	4% (16)	6% (24)	6% (24)	426
Relig: Ath./Agn./None	56% (289)	18% (95)	6% (33)	6% (31)	13% (68)	516
Relig: Something Else	57% (178)	22% (70)	7% (20)	5% (17)	9% (29)	315
Relig: Jewish	55% (28)	25% (13)	6% (3)	6% (3)	9% (5)	51
Relig: Evangelical	63% (395)	21% (131)	4% (24)	4% (27)	8% (49)	626
Relig: Non-Evang. Catholics	62% (331)	20% (107)	4% (21)	6% (32)	8% (45)	537
Relig: All Christian	62% (726)	21% (239)	4% (45)	5% (60)	8% (93)	1163
Relig: All Non-Christian	56% (468)	20% (165)	6% (53)	6% (48)	12% (97)	831
Community: Urban	61% (337)	21% (119)	6% (35)	3% (17)	9% (48)	555
Community: Suburban	60% (536)	21% (190)	4% (40)	6% (51)	9% (81)	898
Community: Rural	59% (324)	17% (96)	5% (25)	7% (40)	12% (63)	547
Employ: Private Sector	64% (411)	21% (137)	5% (30)	4% (29)	6% (37)	645
Employ: Government	59% (89)	27% (41)	6% (9)	3% (5)	4% (6)	150
Employ: Self-Employed	67% (113)	18% (30)	7% (12)	4% (7)	4% (8)	169
Employ: Homemaker	68% (122)	18% (33)	2% (3)	5% (9)	6% (11)	178
Employ: Student	56% (60)	28% (30)	6% (7)	1% (1)	8% (9)	106
Employ: Retired	48% (193)	20% (79)	5% (21)	11% (44)	16% (62)	399
Employ: Unemployed	54% (87)	18% (29)	6% (9)	3% (5)	19% (31)	161
Employ: Other	64% (122)	14% (26)	4% (7)	4% (8)	15% (28)	191

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Table BRD15_3: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Sales and clearances

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	60% (1197)	20% (404)	5% (99)	5% (107)	10% (193)	2000
Job Type: White-collar	62% (452)	21% (157)	5% (36)	5% (35)	7% (54)	734
Job Type: Blue-collar	60% (512)	21% (176)	5% (41)	6% (55)	9% (73)	857
Job Type: Don't Know	57% (233)	17% (71)	5% (22)	4% (18)	16% (65)	409
Military HH: Yes	52% (200)	23% (87)	8% (30)	7% (27)	10% (39)	384
Military HH: No	62% (997)	20% (317)	4% (69)	5% (80)	9% (153)	1616
RD/WT: Right Direction	59% (352)	20% (120)	7% (41)	5% (29)	10% (57)	599
RD/WT: Wrong Track	60% (845)	20% (285)	4% (57)	6% (79)	10% (135)	1401
Obama Job: Approve	61% (636)	19% (200)	6% (57)	5% (50)	9% (92)	1035
Obama Job: Disapprove	59% (516)	22% (192)	4% (37)	6% (53)	9% (76)	874
#1 Issue: Economy	61% (404)	23% (152)	4% (26)	4% (27)	8% (50)	658
#1 Issue: Security	61% (229)	20% (75)	4% (16)	5% (18)	9% (34)	372
#1 Issue: Health Care	62% (173)	18% (50)	5% (14)	7% (18)	9% (24)	279
#1 Issue: Medicare / Social Security	52% (112)	18% (39)	6% (12)	9% (20)	15% (33)	217
#1 Issue: Women's Issues	66% (95)	18% (26)	6% (9)	2% (3)	7% (10)	143
#1 Issue: Education	63% (84)	20% (26)	4% (6)	7% (9)	6% (8)	134
#1 Issue: Energy	56% (50)	18% (16)	14% (13)	3% (2)	9% (8)	89
#1 Issue: Other	47% (51)	19% (21)	3% (3)	8% (9)	23% (25)	109
2014 Vote: Democrat	60% (437)	19% (139)	6% (41)	6% (42)	10% (69)	727
2014 Vote: Republican	59% (313)	22% (115)	5% (24)	6% (30)	9% (49)	532
2014 Vote: Other	51% (31)	19% (12)	5% (3)	4% (3)	21% (13)	61
2014 Vote: Didn't Vote	61% (413)	21% (139)	4% (30)	5% (32)	9% (61)	676
2012 Vote: Barack Obama	61% (503)	19% (158)	5% (39)	6% (46)	9% (76)	822
2012 Vote: Mitt Romney	59% (335)	22% (121)	5% (28)	5% (31)	9% (49)	564
2012 Vote: Other	60% (43)	15% (11)	2% (2)	7% (5)	16% (11)	72
2012 Vote: Didn't Vote	58% (314)	21% (114)	5% (29)	5% (26)	10% (55)	538
4-Region: Northeast	60% (220)	20% (73)	6% (24)	6% (21)	7% (26)	365
4-Region: Midwest	62% (267)	18% (79)	5% (20)	6% (25)	9% (40)	430
4-Region: South	59% (437)	20% (151)	5% (38)	6% (44)	9% (69)	740
4-Region: West	59% (273)	22% (100)	4% (18)	4% (16)	12% (57)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD15_4: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

How early the store opens

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	21% (416)	24% (473)	24% (482)	20% (398)	12% (231)	2000
Gender: Male	21% (205)	25% (243)	23% (218)	19% (182)	12% (116)	963
Gender: Female	20% (211)	22% (230)	25% (264)	21% (216)	11% (115)	1037
Age: 18-29	26% (109)	22% (91)	28% (116)	15% (62)	9% (39)	418
Age: 30-44	24% (126)	27% (139)	24% (124)	16% (83)	10% (52)	523
Age: 45-54	20% (81)	27% (112)	24% (99)	17% (71)	11% (46)	409
Age: 55-64	18% (53)	20% (58)	24% (68)	26% (76)	12% (34)	289
Age: 65+	13% (48)	20% (73)	21% (75)	29% (106)	17% (60)	361
PID: Dem (no lean)	26% (187)	22% (157)	23% (168)	18% (132)	11% (80)	724
PID: Ind (no lean)	18% (123)	22% (146)	24% (158)	22% (145)	14% (97)	669
PID: Rep (no lean)	18% (106)	28% (170)	26% (156)	20% (121)	9% (53)	607
PID/Gender: Dem Men	30% (106)	22% (77)	21% (74)	17% (59)	10% (35)	351
PID/Gender: Dem Women	22% (81)	21% (80)	25% (94)	19% (73)	12% (46)	374
PID/Gender: Ind Men	17% (56)	24% (79)	21% (67)	22% (71)	16% (52)	324
PID/Gender: Ind Women	19% (67)	19% (67)	26% (91)	22% (75)	13% (45)	345
PID/Gender: Rep Men	15% (44)	30% (87)	26% (76)	18% (52)	10% (29)	288
PID/Gender: Rep Women	20% (63)	26% (83)	25% (80)	22% (69)	7% (24)	319
Tea Party: Supporter	26% (147)	29% (166)	21% (116)	16% (92)	8% (44)	564
Tea Party: Not Supporter	19% (267)	21% (305)	25% (361)	22% (307)	13% (183)	1422
Ideo: Liberal (1-3)	24% (172)	23% (164)	25% (178)	17% (120)	10% (69)	703
Ideo: Moderate (4)	21% (88)	24% (97)	24% (100)	19% (79)	11% (47)	410
Ideo: Conservative (5-7)	15% (102)	26% (177)	24% (165)	25% (171)	10% (66)	681
Educ: < College	23% (306)	23% (301)	23% (299)	18% (240)	12% (161)	1307
Educ: Bachelors degree	16% (61)	25% (94)	27% (98)	21% (76)	11% (40)	369
Educ: Post-grad	15% (49)	24% (77)	26% (85)	26% (83)	9% (30)	324

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Table BRD15_4: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

How early the store opens

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	21% (416)	24% (473)	24% (482)	20% (398)	12% (231)	2000
Income: Under 50k	23% (255)	20% (223)	23% (247)	19% (206)	14% (157)	1088
Income: 50k-100k	20% (127)	27% (173)	25% (163)	21% (136)	7% (48)	647
Income: 100k+	13% (35)	29% (76)	27% (72)	21% (56)	10% (26)	265
Ethnicity: White	18% (286)	23% (369)	25% (393)	22% (355)	12% (187)	1591
Ethnicity: Hispanic	39% (117)	22% (65)	19% (57)	11% (32)	10% (28)	299
Ethnicity: Afr. Am.	33% (80)	28% (68)	18% (44)	10% (25)	11% (27)	244
Ethnicity: Other	31% (51)	22% (36)	27% (45)	11% (18)	10% (17)	165
Relig: Protestant	15% (77)	24% (121)	24% (121)	25% (123)	12% (58)	500
Relig: Roman Catholic	26% (110)	25% (106)	22% (95)	20% (83)	7% (31)	426
Relig: Ath./Agn./None	18% (92)	20% (104)	26% (135)	21% (110)	15% (75)	516
Relig: Something Else	21% (66)	27% (86)	22% (69)	18% (57)	12% (36)	315
Relig: Jewish	19% (9)	26% (13)	29% (15)	15% (8)	11% (5)	51
Relig: Evangelical	26% (160)	24% (150)	22% (141)	18% (112)	10% (64)	626
Relig: Non-Evang. Catholics	18% (98)	25% (132)	25% (135)	22% (118)	10% (54)	537
Relig: All Christian	22% (258)	24% (282)	24% (276)	20% (230)	10% (117)	1163
Relig: All Non-Christian	19% (158)	23% (190)	25% (204)	20% (167)	13% (111)	831
Community: Urban	29% (159)	22% (122)	23% (129)	16% (90)	10% (54)	555
Community: Suburban	16% (145)	26% (236)	24% (216)	22% (197)	11% (103)	898
Community: Rural	20% (112)	21% (115)	25% (136)	20% (111)	13% (73)	547
Employ: Private Sector	22% (141)	26% (165)	26% (166)	19% (125)	7% (48)	645
Employ: Government	21% (31)	29% (43)	27% (41)	20% (30)	4% (6)	150
Employ: Self-Employed	25% (42)	30% (51)	26% (44)	13% (22)	6% (10)	169
Employ: Homemaker	17% (31)	21% (38)	28% (51)	22% (40)	11% (19)	178
Employ: Student	28% (30)	23% (25)	27% (29)	12% (13)	9% (10)	106
Employ: Retired	13% (53)	20% (79)	20% (81)	29% (117)	17% (68)	399
Employ: Unemployed	22% (35)	16% (26)	21% (34)	17% (27)	24% (39)	161
Employ: Other	28% (53)	24% (46)	19% (37)	13% (26)	16% (30)	191

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Table BRD15_4: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

How early the store opens

Demographic	Very Important		Somewhat Important		Not Very Important		Not Important At All		Don't Know / No Opinion		Total N
Registered Voters	21%	(416)	24%	(473)	24%	(482)	20%	(398)	12%	(231)	2000
Job Type: White-collar	19%	(137)	24%	(176)	27%	(195)	22%	(160)	9%	(67)	734
Job Type: Blue-collar	19%	(167)	25%	(211)	24%	(203)	22%	(185)	11%	(91)	857
Job Type: Don't Know	28%	(113)	21%	(86)	20%	(83)	13%	(53)	18%	(73)	409
Military HH: Yes	23%	(86)	19%	(74)	23%	(90)	22%	(83)	13%	(51)	384
Military HH: No	20%	(330)	25%	(399)	24%	(392)	20%	(316)	11%	(179)	1616
RD/WT: Right Direction	25%	(152)	27%	(159)	20%	(122)	16%	(97)	12%	(69)	599
RD/WT: Wrong Track	19%	(264)	22%	(314)	26%	(360)	22%	(301)	12%	(161)	1401
Obama Job: Approve	25%	(258)	24%	(247)	23%	(238)	18%	(188)	10%	(104)	1035
Obama Job: Disapprove	16%	(137)	23%	(205)	27%	(233)	23%	(200)	11%	(99)	874
#1 Issue: Economy	20%	(132)	25%	(167)	26%	(170)	21%	(137)	8%	(51)	658
#1 Issue: Security	21%	(79)	24%	(90)	23%	(86)	21%	(77)	11%	(41)	372
#1 Issue: Health Care	23%	(63)	26%	(74)	22%	(61)	17%	(47)	12%	(34)	279
#1 Issue: Medicare / Social Security	18%	(38)	23%	(49)	18%	(38)	24%	(51)	18%	(40)	217
#1 Issue: Women's Issues	23%	(33)	20%	(28)	30%	(42)	17%	(25)	10%	(15)	143
#1 Issue: Education	26%	(35)	26%	(35)	21%	(27)	20%	(26)	8%	(10)	134
#1 Issue: Energy	26%	(23)	12%	(11)	27%	(24)	18%	(16)	17%	(15)	89
#1 Issue: Other	11%	(12)	17%	(18)	30%	(33)	18%	(20)	23%	(25)	109
2014 Vote: Democrat	24%	(175)	22%	(163)	24%	(173)	18%	(133)	11%	(83)	727
2014 Vote: Republican	15%	(77)	26%	(137)	24%	(130)	24%	(130)	11%	(58)	532
2014 Vote: Other	17%	(11)	10%	(6)	24%	(15)	20%	(12)	29%	(18)	61
2014 Vote: Didn't Vote	22%	(151)	25%	(166)	24%	(165)	18%	(122)	11%	(72)	676
2012 Vote: Barack Obama	23%	(188)	24%	(194)	24%	(196)	19%	(157)	11%	(88)	822
2012 Vote: Mitt Romney	15%	(87)	23%	(132)	27%	(151)	25%	(139)	10%	(56)	564
2012 Vote: Other	12%	(8)	24%	(18)	20%	(14)	20%	(14)	25%	(18)	72
2012 Vote: Didn't Vote	25%	(134)	24%	(129)	22%	(120)	16%	(87)	13%	(68)	538
4-Region: Northeast	23%	(83)	21%	(78)	23%	(84)	23%	(84)	10%	(36)	365
4-Region: Midwest	18%	(79)	25%	(106)	25%	(106)	21%	(90)	12%	(50)	430
4-Region: South	21%	(159)	26%	(192)	25%	(182)	18%	(132)	10%	(75)	740
4-Region: West	21%	(96)	21%	(97)	24%	(110)	20%	(93)	15%	(69)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD15_5: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Wide selection of merchandise or goods

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	54% (1075)	25% (510)	5% (92)	6% (124)	10% (200)	2000
Gender: Male	49% (468)	28% (272)	6% (57)	6% (58)	11% (108)	963
Gender: Female	58% (607)	23% (238)	3% (35)	6% (66)	9% (92)	1037
Age: 18-29	51% (212)	29% (119)	8% (33)	5% (23)	7% (31)	418
Age: 30-44	55% (290)	27% (141)	5% (29)	4% (20)	8% (44)	523
Age: 45-54	59% (241)	24% (100)	2% (9)	5% (19)	10% (41)	409
Age: 55-64	54% (155)	23% (66)	3% (8)	10% (28)	11% (31)	289
Age: 65+	49% (177)	23% (84)	4% (14)	10% (35)	14% (52)	361
PID: Dem (no lean)	58% (421)	22% (160)	4% (30)	6% (41)	10% (71)	724
PID: Ind (no lean)	51% (339)	24% (164)	5% (34)	7% (49)	13% (84)	669
PID: Rep (no lean)	52% (315)	31% (185)	5% (28)	6% (34)	7% (45)	607
PID/Gender: Dem Men	54% (190)	25% (87)	5% (19)	5% (17)	10% (37)	351
PID/Gender: Dem Women	62% (231)	20% (73)	3% (11)	6% (24)	9% (34)	374
PID/Gender: Ind Men	44% (142)	28% (92)	6% (21)	7% (24)	14% (45)	324
PID/Gender: Ind Women	57% (196)	21% (72)	4% (13)	7% (25)	11% (38)	345
PID/Gender: Rep Men	47% (136)	32% (93)	6% (17)	6% (17)	9% (26)	288
PID/Gender: Rep Women	56% (179)	29% (92)	3% (11)	5% (17)	6% (19)	319
Tea Party: Supporter	55% (309)	27% (154)	6% (32)	5% (31)	7% (38)	564
Tea Party: Not Supporter	53% (756)	25% (355)	4% (59)	7% (93)	11% (159)	1422
Ideo: Liberal (1-3)	55% (383)	25% (175)	5% (36)	8% (53)	8% (55)	703
Ideo: Moderate (4)	57% (233)	26% (105)	4% (16)	5% (19)	9% (37)	410
Ideo: Conservative (5-7)	52% (353)	28% (189)	5% (34)	6% (44)	9% (61)	681
Educ: < College	56% (735)	22% (290)	5% (65)	6% (78)	11% (140)	1307
Educ: Bachelors degree	53% (196)	28% (105)	3% (10)	7% (26)	9% (33)	369
Educ: Post-grad	45% (144)	35% (115)	5% (18)	6% (20)	8% (27)	324

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Table BRD15_5: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Wide selection of merchandise or goods

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	54% (1075)	25% (510)	5% (92)	6% (124)	10% (200)	2000
Income: Under 50k	52% (571)	23% (248)	5% (54)	7% (77)	13% (137)	1088
Income: 50k-100k	58% (376)	26% (169)	4% (27)	5% (35)	6% (40)	647
Income: 100k+	48% (128)	35% (92)	4% (11)	4% (11)	9% (23)	265
Ethnicity: White	52% (826)	28% (438)	4% (71)	6% (97)	10% (158)	1591
Ethnicity: Hispanic	63% (187)	18% (54)	7% (20)	6% (17)	7% (21)	299
Ethnicity: Afr. Am.	60% (146)	15% (37)	6% (15)	8% (19)	11% (26)	244
Ethnicity: Other	62% (102)	21% (35)	3% (6)	5% (8)	9% (15)	165
Relig: Protestant	49% (244)	31% (156)	4% (18)	7% (33)	10% (49)	500
Relig: Roman Catholic	61% (261)	22% (95)	5% (19)	5% (23)	6% (27)	426
Relig: Ath./Agn./None	50% (256)	24% (123)	6% (29)	8% (39)	14% (70)	516
Relig: Something Else	52% (163)	28% (89)	4% (12)	7% (23)	9% (28)	315
Relig: Jewish	48% (24)	31% (16)	6% (3)	6% (3)	9% (5)	51
Relig: Evangelical	56% (353)	26% (165)	4% (27)	5% (29)	8% (52)	626
Relig: Non-Evang. Catholics	56% (302)	24% (131)	4% (23)	6% (33)	9% (48)	537
Relig: All Christian	56% (655)	25% (296)	4% (51)	5% (62)	9% (100)	1163
Relig: All Non-Christian	50% (419)	26% (212)	5% (40)	7% (62)	12% (98)	831
Community: Urban	56% (312)	26% (142)	5% (26)	5% (29)	8% (46)	555
Community: Suburban	52% (467)	28% (251)	5% (44)	5% (48)	10% (88)	898
Community: Rural	54% (297)	21% (117)	4% (22)	9% (47)	12% (65)	547
Employ: Private Sector	53% (343)	30% (195)	4% (29)	6% (40)	6% (38)	645
Employ: Government	50% (74)	37% (56)	7% (10)	2% (3)	5% (7)	150
Employ: Self-Employed	66% (111)	18% (31)	5% (8)	5% (9)	6% (10)	169
Employ: Homemaker	57% (102)	26% (47)	5% (9)	6% (11)	6% (10)	178
Employ: Student	54% (58)	24% (25)	10% (10)	4% (5)	8% (8)	106
Employ: Retired	48% (190)	23% (92)	3% (13)	11% (42)	15% (61)	399
Employ: Unemployed	53% (85)	19% (31)	2% (3)	4% (6)	23% (37)	161
Employ: Other	58% (112)	18% (34)	5% (9)	5% (9)	15% (28)	191

Continued on next page

Table BRD15_5: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Wide selection of merchandise or goods

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	54% (1075)	25% (510)	5% (92)	6% (124)	10% (200)	2000
Job Type: White-collar	53% (393)	29% (209)	5% (37)	6% (41)	7% (55)	734
Job Type: Blue-collar	54% (464)	25% (219)	4% (35)	7% (62)	9% (77)	857
Job Type: Don't Know	53% (218)	20% (82)	5% (21)	5% (21)	17% (68)	409
Military HH: Yes	51% (195)	23% (88)	6% (25)	9% (33)	11% (43)	384
Military HH: No	54% (880)	26% (422)	4% (67)	6% (91)	10% (156)	1616
RD/WT: Right Direction	53% (319)	24% (146)	5% (31)	8% (45)	10% (58)	599
RD/WT: Wrong Track	54% (756)	26% (364)	4% (61)	6% (79)	10% (142)	1401
Obama Job: Approve	56% (582)	23% (242)	5% (50)	6% (64)	9% (96)	1035
Obama Job: Disapprove	52% (455)	28% (247)	4% (38)	6% (56)	9% (78)	874
#1 Issue: Economy	56% (367)	28% (186)	4% (24)	5% (31)	8% (50)	658
#1 Issue: Security	54% (201)	27% (100)	4% (17)	5% (18)	10% (37)	372
#1 Issue: Health Care	59% (165)	19% (54)	4% (12)	7% (20)	10% (27)	279
#1 Issue: Medicare / Social Security	47% (103)	24% (51)	4% (8)	10% (22)	15% (33)	217
#1 Issue: Women's Issues	56% (81)	20% (28)	10% (14)	6% (9)	8% (12)	143
#1 Issue: Education	57% (77)	27% (35)	5% (7)	5% (6)	6% (8)	134
#1 Issue: Energy	46% (41)	31% (28)	7% (6)	6% (5)	11% (9)	89
#1 Issue: Other	38% (41)	25% (27)	4% (5)	11% (12)	22% (24)	109
2014 Vote: Democrat	56% (404)	22% (161)	5% (37)	7% (50)	10% (74)	727
2014 Vote: Republican	51% (273)	29% (156)	3% (16)	7% (36)	10% (51)	532
2014 Vote: Other	49% (30)	26% (16)	1% (1)	3% (2)	21% (13)	61
2014 Vote: Didn't Vote	54% (364)	26% (175)	6% (38)	5% (36)	9% (62)	676
2012 Vote: Barack Obama	57% (467)	21% (176)	4% (37)	8% (62)	10% (80)	822
2012 Vote: Mitt Romney	52% (295)	30% (169)	3% (20)	6% (32)	9% (48)	564
2012 Vote: Other	47% (34)	27% (19)	1% (1)	8% (6)	17% (12)	72
2012 Vote: Didn't Vote	52% (277)	27% (144)	6% (35)	5% (24)	11% (58)	538
4-Region: Northeast	51% (187)	30% (110)	4% (14)	8% (29)	7% (25)	365
4-Region: Midwest	56% (241)	21% (92)	6% (26)	7% (32)	9% (40)	430
4-Region: South	53% (394)	26% (195)	4% (32)	6% (46)	10% (73)	740
4-Region: West	55% (253)	24% (113)	4% (20)	4% (17)	13% (61)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD15_6: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Loyalty programs at the store or retailer

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	26% (522)	29% (584)	20% (394)	13% (268)	12% (231)	2000
Gender: Male	24% (234)	29% (280)	20% (196)	13% (130)	13% (123)	963
Gender: Female	28% (288)	29% (303)	19% (198)	13% (139)	10% (109)	1037
Age: 18-29	31% (128)	29% (121)	20% (84)	10% (40)	11% (46)	418
Age: 30-44	27% (139)	34% (177)	20% (106)	10% (52)	9% (49)	523
Age: 45-54	29% (119)	30% (123)	18% (76)	11% (46)	11% (45)	409
Age: 55-64	24% (70)	24% (69)	21% (59)	19% (54)	13% (37)	289
Age: 65+	19% (67)	26% (94)	19% (70)	21% (77)	15% (54)	361
PID: Dem (no lean)	31% (222)	30% (216)	16% (117)	12% (89)	11% (80)	724
PID: Ind (no lean)	24% (158)	25% (167)	21% (141)	15% (104)	15% (99)	669
PID: Rep (no lean)	23% (142)	33% (200)	22% (136)	12% (76)	9% (53)	607
PID/Gender: Dem Men	31% (109)	29% (101)	16% (58)	12% (43)	11% (40)	351
PID/Gender: Dem Women	30% (113)	31% (115)	16% (59)	12% (46)	11% (40)	374
PID/Gender: Ind Men	20% (66)	26% (83)	23% (73)	15% (50)	16% (52)	324
PID/Gender: Ind Women	27% (93)	24% (84)	20% (68)	16% (54)	14% (47)	345
PID/Gender: Rep Men	21% (59)	33% (96)	23% (65)	13% (37)	11% (31)	288
PID/Gender: Rep Women	26% (83)	33% (104)	22% (71)	12% (39)	7% (22)	319
Tea Party: Supporter	29% (164)	32% (183)	19% (110)	11% (63)	8% (45)	564
Tea Party: Not Supporter	25% (352)	28% (398)	20% (284)	14% (205)	13% (183)	1422
Ideo: Liberal (1-3)	29% (204)	31% (218)	18% (123)	12% (87)	10% (70)	703
Ideo: Moderate (4)	27% (113)	27% (111)	23% (93)	13% (51)	10% (41)	410
Ideo: Conservative (5-7)	22% (149)	31% (209)	21% (144)	16% (109)	10% (69)	681
Educ: < College	27% (354)	28% (369)	19% (249)	13% (170)	13% (164)	1307
Educ: Bachelors degree	25% (91)	30% (110)	21% (77)	14% (50)	11% (40)	369
Educ: Post-grad	24% (77)	32% (104)	21% (68)	15% (48)	8% (27)	324

Continued on next page

Table BRD15_6: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Loyalty programs at the store or retailer

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	26% (522)	29% (584)	20% (394)	13% (268)	12% (231)	2000
Income: Under 50k	27% (296)	26% (286)	18% (191)	14% (157)	15% (158)	1088
Income: 50k-100k	26% (167)	32% (207)	22% (144)	12% (81)	7% (48)	647
Income: 100k+	22% (59)	34% (91)	22% (59)	12% (31)	9% (25)	265
Ethnicity: White	24% (376)	29% (461)	21% (332)	15% (235)	12% (187)	1591
Ethnicity: Hispanic	41% (123)	26% (79)	16% (46)	9% (25)	9% (26)	299
Ethnicity: Afr. Am.	34% (83)	31% (76)	17% (41)	7% (17)	11% (27)	244
Ethnicity: Other	38% (63)	28% (47)	13% (21)	10% (16)	11% (18)	165
Relig: Protestant	23% (113)	29% (146)	22% (111)	15% (75)	11% (56)	500
Relig: Roman Catholic	32% (136)	33% (141)	17% (74)	12% (50)	6% (25)	426
Relig: Ath./Agn./None	21% (111)	25% (127)	20% (105)	17% (88)	16% (85)	516
Relig: Something Else	27% (84)	30% (94)	19% (61)	12% (38)	12% (38)	315
Relig: Jewish	26% (13)	30% (15)	21% (10)	13% (6)	11% (6)	51
Relig: Evangelical	30% (189)	30% (190)	20% (123)	11% (67)	9% (56)	626
Relig: Non-Evang. Catholics	25% (137)	32% (171)	19% (104)	14% (75)	9% (50)	537
Relig: All Christian	28% (326)	31% (361)	20% (227)	12% (142)	9% (107)	1163
Relig: All Non-Christian	23% (194)	27% (221)	20% (166)	15% (126)	15% (123)	831
Community: Urban	30% (167)	30% (164)	20% (114)	10% (55)	10% (54)	555
Community: Suburban	26% (234)	30% (274)	19% (172)	13% (120)	11% (99)	898
Community: Rural	22% (121)	27% (145)	20% (109)	17% (94)	14% (78)	547
Employ: Private Sector	28% (181)	30% (195)	22% (140)	13% (83)	7% (46)	645
Employ: Government	20% (30)	45% (67)	22% (33)	9% (14)	4% (6)	150
Employ: Self-Employed	35% (59)	27% (46)	19% (32)	12% (20)	7% (12)	169
Employ: Homemaker	25% (44)	31% (55)	22% (39)	14% (25)	9% (15)	178
Employ: Student	35% (37)	22% (23)	20% (22)	11% (11)	12% (13)	106
Employ: Retired	18% (71)	27% (108)	17% (70)	20% (81)	17% (69)	399
Employ: Unemployed	23% (37)	24% (38)	16% (27)	13% (21)	24% (38)	161
Employ: Other	33% (63)	27% (51)	17% (32)	7% (13)	17% (32)	191

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Table BRD15_6: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Loyalty programs at the store or retailer

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	26% (522)	29% (584)	20% (394)	13% (268)	12% (231)	2000
Job Type: White-collar	27% (198)	30% (219)	22% (160)	13% (97)	8% (61)	734
Job Type: Blue-collar	24% (208)	30% (254)	20% (168)	16% (136)	11% (91)	857
Job Type: Don't Know	29% (117)	27% (110)	16% (66)	9% (36)	19% (79)	409
Military HH: Yes	26% (102)	27% (105)	21% (82)	12% (48)	12% (47)	384
Military HH: No	26% (421)	30% (479)	19% (312)	14% (221)	11% (184)	1616
RD/WT: Right Direction	30% (182)	31% (183)	18% (109)	10% (63)	10% (63)	599
RD/WT: Wrong Track	24% (340)	29% (401)	20% (285)	15% (206)	12% (169)	1401
Obama Job: Approve	29% (298)	30% (315)	18% (183)	13% (130)	11% (109)	1035
Obama Job: Disapprove	23% (201)	29% (250)	23% (198)	15% (131)	11% (94)	874
#1 Issue: Economy	25% (164)	31% (206)	21% (136)	14% (94)	9% (58)	658
#1 Issue: Security	29% (107)	30% (110)	21% (78)	10% (37)	11% (40)	372
#1 Issue: Health Care	26% (71)	28% (80)	21% (59)	14% (40)	11% (30)	279
#1 Issue: Medicare / Social Security	23% (49)	25% (55)	17% (37)	18% (39)	17% (37)	217
#1 Issue: Women's Issues	27% (38)	26% (37)	23% (33)	12% (17)	13% (18)	143
#1 Issue: Education	31% (41)	38% (51)	11% (14)	13% (18)	7% (9)	134
#1 Issue: Energy	35% (31)	24% (21)	22% (20)	8% (7)	12% (11)	89
#1 Issue: Other	19% (21)	22% (24)	17% (18)	16% (17)	26% (28)	109
2014 Vote: Democrat	30% (215)	30% (216)	16% (118)	13% (98)	11% (80)	727
2014 Vote: Republican	20% (104)	32% (169)	23% (121)	15% (79)	11% (59)	532
2014 Vote: Other	25% (15)	14% (9)	17% (10)	18% (11)	26% (16)	61
2014 Vote: Didn't Vote	27% (185)	28% (189)	21% (144)	12% (80)	11% (77)	676
2012 Vote: Barack Obama	29% (235)	31% (254)	17% (139)	13% (105)	11% (89)	822
2012 Vote: Mitt Romney	22% (123)	31% (176)	21% (119)	16% (91)	10% (55)	564
2012 Vote: Other	16% (12)	21% (15)	24% (17)	13% (9)	26% (18)	72
2012 Vote: Didn't Vote	28% (151)	26% (139)	22% (117)	12% (63)	12% (67)	538
4-Region: Northeast	29% (107)	30% (110)	21% (75)	12% (45)	8% (28)	365
4-Region: Midwest	27% (116)	29% (125)	19% (82)	13% (57)	12% (50)	430
4-Region: South	24% (175)	32% (234)	20% (146)	14% (105)	11% (80)	740
4-Region: West	27% (124)	25% (115)	20% (91)	13% (61)	16% (73)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD15_7: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?
 Speed of shipping or checkout

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	48% (963)	29% (574)	7% (134)	7% (132)	10% (198)	2000
Gender: Male	44% (426)	30% (292)	8% (77)	6% (59)	11% (107)	963
Gender: Female	52% (537)	27% (281)	5% (56)	7% (73)	9% (90)	1037
Age: 18-29	49% (203)	27% (112)	10% (43)	6% (24)	8% (35)	418
Age: 30-44	50% (264)	30% (155)	8% (41)	4% (20)	8% (43)	523
Age: 45-54	51% (207)	30% (123)	5% (21)	5% (21)	9% (37)	409
Age: 55-64	46% (131)	28% (82)	5% (13)	10% (30)	11% (32)	289
Age: 65+	43% (157)	28% (101)	4% (16)	10% (37)	14% (50)	361
PID: Dem (no lean)	49% (358)	28% (206)	7% (51)	6% (41)	9% (68)	724
PID: Ind (no lean)	46% (307)	28% (185)	7% (45)	8% (51)	12% (81)	669
PID: Rep (no lean)	49% (298)	30% (182)	6% (38)	7% (40)	8% (48)	607
PID/Gender: Dem Men	45% (159)	30% (106)	9% (31)	6% (20)	10% (34)	351
PID/Gender: Dem Women	53% (199)	27% (100)	5% (20)	6% (21)	9% (34)	374
PID/Gender: Ind Men	43% (138)	28% (91)	9% (30)	6% (21)	14% (44)	324
PID/Gender: Ind Women	49% (169)	27% (94)	4% (14)	9% (30)	11% (36)	345
PID/Gender: Rep Men	45% (129)	33% (96)	6% (16)	7% (19)	10% (29)	288
PID/Gender: Rep Women	53% (169)	27% (87)	7% (22)	7% (21)	6% (20)	319
Tea Party: Supporter	52% (293)	26% (147)	10% (58)	5% (28)	7% (38)	564
Tea Party: Not Supporter	47% (665)	30% (421)	5% (76)	7% (104)	11% (157)	1422
Ideo: Liberal (1-3)	50% (353)	28% (195)	7% (53)	6% (43)	8% (58)	703
Ideo: Moderate (4)	48% (198)	33% (136)	5% (21)	5% (20)	8% (34)	410
Ideo: Conservative (5-7)	47% (320)	29% (196)	7% (47)	9% (58)	9% (60)	681
Educ: < College	49% (643)	26% (346)	7% (90)	7% (87)	11% (141)	1307
Educ: Bachelors degree	49% (179)	31% (115)	4% (15)	8% (28)	8% (31)	369
Educ: Post-grad	43% (140)	35% (113)	9% (29)	5% (17)	8% (26)	324

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Table BRD15_7: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?
Speed of shipping or checkout

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	48% (963)	29% (574)	7% (134)	7% (132)	10% (198)	2000
Income: Under 50k	49% (529)	25% (268)	7% (74)	8% (84)	12% (133)	1088
Income: 50k-100k	48% (313)	33% (214)	7% (43)	5% (35)	6% (42)	647
Income: 100k+	46% (121)	35% (92)	6% (16)	5% (13)	8% (22)	265
Ethnicity: White	47% (745)	30% (483)	6% (97)	7% (109)	10% (156)	1591
Ethnicity: Hispanic	53% (159)	25% (76)	10% (28)	5% (14)	7% (21)	299
Ethnicity: Afr. Am.	57% (139)	19% (45)	9% (22)	5% (13)	10% (25)	244
Ethnicity: Other	48% (79)	27% (45)	9% (15)	6% (11)	10% (16)	165
Relig: Protestant	48% (240)	31% (156)	5% (26)	7% (33)	9% (46)	500
Relig: Roman Catholic	50% (213)	30% (127)	8% (32)	6% (27)	6% (26)	426
Relig: Ath./Agn./None	43% (223)	27% (139)	8% (41)	9% (44)	14% (70)	516
Relig: Something Else	48% (150)	30% (94)	7% (21)	7% (22)	9% (29)	315
Relig: Jewish	39% (20)	36% (18)	6% (3)	8% (4)	11% (6)	51
Relig: Evangelical	53% (333)	28% (176)	6% (34)	5% (32)	8% (51)	626
Relig: Non-Evang. Catholics	48% (256)	30% (162)	7% (38)	6% (34)	9% (46)	537
Relig: All Christian	51% (590)	29% (338)	6% (72)	6% (66)	8% (97)	1163
Relig: All Non-Christian	45% (372)	28% (232)	7% (61)	8% (66)	12% (99)	831
Community: Urban	49% (272)	30% (169)	7% (41)	5% (28)	8% (46)	555
Community: Suburban	50% (447)	28% (253)	6% (53)	7% (60)	9% (84)	898
Community: Rural	45% (244)	28% (152)	7% (40)	8% (44)	12% (68)	547
Employ: Private Sector	49% (314)	32% (206)	7% (43)	7% (45)	6% (37)	645
Employ: Government	45% (68)	35% (53)	12% (18)	3% (5)	4% (6)	150
Employ: Self-Employed	66% (112)	18% (31)	9% (15)	3% (4)	4% (8)	169
Employ: Homemaker	45% (80)	34% (60)	10% (18)	6% (10)	5% (10)	178
Employ: Student	44% (47)	31% (33)	13% (14)	3% (3)	9% (9)	106
Employ: Retired	44% (175)	27% (106)	4% (15)	10% (41)	15% (62)	399
Employ: Unemployed	43% (69)	23% (37)	3% (5)	9% (14)	21% (35)	161
Employ: Other	51% (98)	25% (47)	3% (6)	5% (9)	16% (31)	191

Continued on next page

**Table BRD15_7: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?
Speed of shipping or checkout**

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	48% (963)	29% (574)	7% (134)	7% (132)	10% (198)	2000
Job Type: White-collar	48% (355)	32% (239)	7% (48)	5% (37)	7% (55)	734
Job Type: Blue-collar	50% (427)	26% (227)	7% (60)	9% (73)	8% (70)	857
Job Type: Don't Know	44% (180)	27% (108)	6% (26)	5% (22)	18% (72)	409
Military HH: Yes	48% (183)	26% (100)	8% (29)	8% (32)	11% (40)	384
Military HH: No	48% (780)	29% (474)	6% (105)	6% (100)	10% (157)	1616
RD/WT: Right Direction	47% (282)	29% (175)	7% (43)	7% (40)	10% (58)	599
RD/WT: Wrong Track	49% (681)	28% (398)	6% (90)	7% (92)	10% (140)	1401
Obama Job: Approve	50% (515)	28% (294)	7% (73)	6% (62)	9% (92)	1035
Obama Job: Disapprove	47% (413)	30% (263)	6% (54)	7% (63)	9% (82)	874
#1 Issue: Economy	50% (328)	31% (205)	6% (40)	6% (37)	7% (47)	658
#1 Issue: Security	48% (177)	29% (106)	8% (31)	6% (22)	9% (35)	372
#1 Issue: Health Care	49% (136)	28% (79)	7% (20)	7% (19)	9% (24)	279
#1 Issue: Medicare / Social Security	43% (94)	27% (59)	3% (7)	10% (22)	16% (35)	217
#1 Issue: Women's Issues	54% (78)	23% (32)	11% (15)	4% (5)	8% (12)	143
#1 Issue: Education	50% (67)	30% (40)	6% (9)	7% (9)	7% (9)	134
#1 Issue: Energy	50% (45)	30% (26)	5% (4)	6% (5)	10% (9)	89
#1 Issue: Other	35% (38)	23% (25)	6% (7)	12% (13)	24% (26)	109
2014 Vote: Democrat	50% (361)	27% (198)	7% (50)	7% (47)	10% (71)	727
2014 Vote: Republican	47% (250)	31% (166)	5% (29)	7% (37)	9% (49)	532
2014 Vote: Other	40% (24)	28% (17)	3% (2)	8% (5)	21% (13)	61
2014 Vote: Didn't Vote	48% (325)	28% (191)	8% (53)	6% (42)	10% (64)	676
2012 Vote: Barack Obama	51% (417)	27% (219)	6% (52)	7% (56)	9% (77)	822
2012 Vote: Mitt Romney	48% (269)	30% (172)	6% (37)	7% (39)	9% (48)	564
2012 Vote: Other	39% (28)	29% (21)	7% (5)	9% (6)	16% (12)	72
2012 Vote: Didn't Vote	46% (245)	30% (162)	7% (40)	6% (31)	11% (59)	538
4-Region: Northeast	48% (176)	30% (110)	6% (22)	9% (31)	7% (25)	365
4-Region: Midwest	49% (211)	28% (119)	8% (35)	5% (23)	10% (42)	430
4-Region: South	49% (363)	27% (200)	7% (49)	7% (55)	10% (73)	740
4-Region: West	46% (213)	31% (145)	6% (27)	5% (23)	12% (57)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD15_8: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Ease of returns process

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	43% (858)	29% (582)	10% (203)	7% (147)	11% (210)	2000
Gender: Male	39% (380)	31% (299)	12% (113)	7% (64)	11% (108)	963
Gender: Female	46% (479)	27% (283)	9% (90)	8% (83)	10% (103)	1037
Age: 18-29	42% (174)	30% (126)	13% (55)	6% (26)	9% (36)	418
Age: 30-44	43% (223)	31% (160)	13% (71)	4% (22)	9% (48)	523
Age: 45-54	43% (178)	33% (136)	8% (33)	5% (22)	10% (40)	409
Age: 55-64	47% (135)	26% (74)	5% (14)	11% (33)	11% (33)	289
Age: 65+	41% (148)	24% (87)	8% (30)	12% (44)	15% (53)	361
PID: Dem (no lean)	45% (326)	31% (221)	9% (63)	6% (42)	10% (72)	724
PID: Ind (no lean)	42% (282)	24% (163)	12% (79)	9% (59)	13% (86)	669
PID: Rep (no lean)	41% (250)	33% (198)	10% (60)	8% (46)	9% (53)	607
PID/Gender: Dem Men	42% (146)	33% (114)	11% (38)	5% (18)	10% (34)	351
PID/Gender: Dem Women	48% (180)	29% (107)	7% (25)	6% (24)	10% (37)	374
PID/Gender: Ind Men	38% (123)	26% (86)	14% (44)	8% (27)	14% (44)	324
PID/Gender: Ind Women	46% (159)	23% (78)	10% (35)	9% (32)	12% (42)	345
PID/Gender: Rep Men	38% (110)	35% (99)	11% (30)	7% (19)	10% (29)	288
PID/Gender: Rep Women	44% (140)	31% (98)	9% (29)	9% (27)	7% (24)	319
Tea Party: Supporter	44% (247)	32% (181)	10% (57)	6% (33)	8% (46)	564
Tea Party: Not Supporter	42% (604)	28% (399)	10% (145)	8% (113)	11% (161)	1422
Ideo: Liberal (1-3)	44% (311)	31% (217)	10% (68)	7% (49)	8% (58)	703
Ideo: Moderate (4)	44% (181)	31% (127)	11% (44)	5% (22)	9% (35)	410
Ideo: Conservative (5-7)	42% (284)	27% (187)	11% (75)	10% (67)	10% (68)	681
Educ: < College	43% (566)	28% (371)	10% (125)	7% (95)	11% (150)	1307
Educ: Bachelors degree	44% (161)	31% (115)	10% (38)	6% (22)	9% (33)	369
Educ: Post-grad	40% (131)	30% (96)	12% (40)	9% (30)	9% (28)	324

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Table BRD15_8: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Ease of returns process

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	43% (858)	29% (582)	10% (203)	7% (147)	11% (210)	2000
Income: Under 50k	44% (475)	26% (280)	10% (108)	8% (85)	13% (140)	1088
Income: 50k-100k	43% (281)	32% (209)	10% (66)	7% (47)	7% (45)	647
Income: 100k+	39% (103)	35% (93)	11% (29)	5% (14)	10% (26)	265
Ethnicity: White	42% (663)	30% (474)	10% (163)	8% (123)	11% (168)	1591
Ethnicity: Hispanic	49% (146)	25% (75)	13% (40)	5% (15)	8% (24)	299
Ethnicity: Afr. Am.	47% (114)	26% (64)	10% (25)	6% (15)	11% (27)	244
Ethnicity: Other	50% (82)	26% (44)	9% (15)	5% (9)	9% (16)	165
Relig: Protestant	41% (203)	33% (164)	9% (44)	8% (39)	10% (51)	500
Relig: Roman Catholic	48% (205)	30% (128)	8% (36)	7% (30)	6% (27)	426
Relig: Ath./Agn./None	35% (181)	27% (139)	14% (75)	9% (48)	14% (73)	516
Relig: Something Else	48% (150)	28% (87)	8% (25)	8% (24)	9% (29)	315
Relig: Jewish	43% (22)	32% (16)	4% (2)	7% (4)	13% (7)	51
Relig: Evangelical	47% (293)	31% (197)	7% (47)	5% (30)	9% (59)	626
Relig: Non-Evang. Catholics	43% (233)	29% (156)	10% (55)	8% (45)	9% (47)	537
Relig: All Christian	45% (526)	30% (353)	9% (102)	6% (75)	9% (106)	1163
Relig: All Non-Christian	40% (331)	27% (227)	12% (99)	9% (72)	12% (102)	831
Community: Urban	46% (257)	28% (156)	11% (63)	5% (29)	9% (49)	555
Community: Suburban	42% (381)	31% (274)	9% (79)	8% (73)	10% (91)	898
Community: Rural	40% (221)	28% (152)	11% (61)	8% (44)	13% (70)	547
Employ: Private Sector	43% (278)	33% (212)	11% (72)	6% (40)	7% (42)	645
Employ: Government	44% (67)	34% (52)	11% (17)	4% (7)	5% (8)	150
Employ: Self-Employed	49% (84)	29% (49)	9% (15)	7% (12)	6% (10)	169
Employ: Homemaker	37% (66)	29% (52)	17% (31)	9% (17)	7% (12)	178
Employ: Student	52% (55)	28% (30)	8% (8)	3% (4)	9% (9)	106
Employ: Retired	42% (167)	24% (96)	7% (29)	11% (43)	16% (64)	399
Employ: Unemployed	39% (63)	21% (33)	9% (15)	9% (15)	21% (35)	161
Employ: Other	41% (78)	30% (58)	8% (16)	5% (9)	15% (30)	191

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Table BRD15_8: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Ease of returns process

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	43% (858)	29% (582)	10% (203)	7% (147)	11% (210)	2000
Job Type: White-collar	43% (317)	30% (222)	12% (86)	6% (47)	8% (61)	734
Job Type: Blue-collar	42% (364)	30% (260)	9% (79)	9% (77)	9% (78)	857
Job Type: Don't Know	43% (177)	24% (99)	9% (38)	6% (23)	18% (72)	409
Military HH: Yes	41% (158)	30% (114)	9% (34)	8% (33)	12% (45)	384
Military HH: No	43% (701)	29% (468)	10% (168)	7% (114)	10% (165)	1616
RD/WT: Right Direction	45% (268)	29% (175)	9% (52)	7% (43)	10% (61)	599
RD/WT: Wrong Track	42% (590)	29% (407)	11% (150)	7% (103)	11% (150)	1401
Obama Job: Approve	46% (480)	28% (291)	9% (98)	7% (70)	9% (96)	1035
Obama Job: Disapprove	39% (345)	31% (270)	11% (98)	8% (73)	10% (88)	874
#1 Issue: Economy	42% (280)	33% (216)	10% (68)	6% (40)	8% (56)	658
#1 Issue: Security	45% (168)	30% (111)	10% (35)	5% (19)	11% (39)	372
#1 Issue: Health Care	42% (118)	31% (88)	10% (29)	7% (20)	9% (24)	279
#1 Issue: Medicare / Social Security	44% (96)	23% (50)	6% (14)	11% (24)	15% (33)	217
#1 Issue: Women's Issues	47% (67)	24% (35)	10% (15)	8% (11)	11% (15)	143
#1 Issue: Education	43% (57)	29% (38)	13% (18)	9% (12)	7% (9)	134
#1 Issue: Energy	40% (36)	27% (24)	15% (13)	8% (8)	10% (9)	89
#1 Issue: Other	34% (37)	20% (21)	10% (11)	12% (13)	24% (26)	109
2014 Vote: Democrat	45% (328)	29% (210)	8% (62)	7% (54)	10% (73)	727
2014 Vote: Republican	41% (220)	30% (159)	9% (49)	8% (45)	11% (58)	532
2014 Vote: Other	42% (26)	19% (12)	14% (9)	6% (3)	19% (12)	61
2014 Vote: Didn't Vote	42% (281)	30% (200)	12% (82)	7% (44)	10% (68)	676
2012 Vote: Barack Obama	45% (370)	29% (237)	9% (77)	7% (57)	10% (81)	822
2012 Vote: Mitt Romney	39% (222)	32% (180)	11% (60)	8% (47)	10% (56)	564
2012 Vote: Other	39% (29)	19% (13)	15% (11)	11% (8)	17% (12)	72
2012 Vote: Didn't Vote	44% (238)	28% (151)	10% (54)	6% (34)	11% (60)	538
4-Region: Northeast	43% (156)	28% (100)	13% (49)	8% (30)	8% (29)	365
4-Region: Midwest	42% (181)	28% (123)	10% (44)	9% (39)	10% (45)	430
4-Region: South	43% (315)	31% (227)	9% (67)	7% (53)	11% (78)	740
4-Region: West	45% (207)	28% (132)	9% (43)	5% (24)	12% (58)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD15_9: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Customer service

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	48% (963)	28% (559)	7% (144)	7% (131)	10% (203)	2000
Gender: Male	44% (425)	29% (280)	8% (81)	7% (66)	12% (111)	963
Gender: Female	52% (538)	27% (279)	6% (63)	6% (65)	9% (92)	1037
Age: 18-29	51% (211)	27% (114)	8% (35)	5% (23)	8% (35)	418
Age: 30-44	48% (253)	30% (158)	10% (51)	4% (19)	8% (42)	523
Age: 45-54	49% (202)	30% (121)	7% (27)	5% (21)	9% (39)	409
Age: 55-64	48% (140)	24% (68)	5% (14)	11% (32)	12% (35)	289
Age: 65+	44% (157)	27% (98)	5% (18)	10% (37)	14% (52)	361
PID: Dem (no lean)	49% (352)	29% (206)	7% (49)	6% (45)	10% (72)	724
PID: Ind (no lean)	47% (314)	25% (169)	9% (58)	7% (47)	12% (81)	669
PID: Rep (no lean)	49% (297)	30% (184)	6% (37)	6% (39)	8% (50)	607
PID/Gender: Dem Men	46% (161)	29% (102)	8% (27)	6% (22)	11% (38)	351
PID/Gender: Dem Women	51% (191)	28% (104)	6% (23)	6% (23)	9% (33)	374
PID/Gender: Ind Men	40% (131)	28% (90)	11% (37)	7% (22)	14% (44)	324
PID/Gender: Ind Women	53% (183)	23% (78)	6% (21)	7% (25)	11% (37)	345
PID/Gender: Rep Men	46% (133)	31% (88)	6% (17)	8% (22)	10% (28)	288
PID/Gender: Rep Women	52% (164)	30% (96)	6% (19)	5% (17)	7% (22)	319
Tea Party: Supporter	52% (293)	27% (153)	9% (53)	4% (21)	8% (44)	564
Tea Party: Not Supporter	47% (661)	28% (403)	6% (92)	8% (110)	11% (156)	1422
Ideo: Liberal (1-3)	48% (337)	29% (207)	7% (50)	7% (52)	8% (57)	703
Ideo: Moderate (4)	51% (210)	29% (119)	6% (26)	5% (19)	9% (35)	410
Ideo: Conservative (5-7)	45% (306)	29% (200)	8% (56)	8% (54)	10% (65)	681
Educ: < College	51% (661)	25% (327)	7% (86)	7% (91)	11% (142)	1307
Educ: Bachelors degree	45% (167)	32% (117)	8% (29)	6% (23)	9% (33)	369
Educ: Post-grad	42% (135)	36% (115)	9% (29)	5% (18)	8% (27)	324

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Table BRD15_9: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Customer service

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	48% (963)	28% (559)	7% (144)	7% (131)	10% (203)	2000
Income: Under 50k	51% (553)	23% (246)	7% (75)	7% (78)	13% (136)	1088
Income: 50k-100k	45% (292)	36% (230)	7% (43)	6% (40)	7% (43)	647
Income: 100k+	45% (118)	32% (84)	10% (26)	5% (13)	9% (23)	265
Ethnicity: White	47% (742)	29% (456)	7% (115)	7% (111)	10% (167)	1591
Ethnicity: Hispanic	51% (154)	28% (85)	9% (26)	4% (12)	7% (21)	299
Ethnicity: Afr. Am.	53% (130)	24% (58)	7% (18)	6% (14)	10% (24)	244
Ethnicity: Other	55% (90)	27% (45)	7% (11)	4% (6)	7% (12)	165
Relig: Protestant	48% (238)	31% (153)	5% (24)	7% (34)	10% (51)	500
Relig: Roman Catholic	48% (204)	28% (118)	11% (49)	7% (28)	6% (27)	426
Relig: Ath./Agn./None	43% (220)	28% (142)	8% (41)	8% (41)	14% (72)	516
Relig: Something Else	53% (168)	27% (86)	5% (16)	6% (19)	8% (26)	315
Relig: Jewish	40% (21)	36% (18)	7% (4)	7% (4)	9% (5)	51
Relig: Evangelical	52% (325)	27% (172)	7% (41)	5% (34)	9% (54)	626
Relig: Non-Evang. Catholics	46% (249)	29% (156)	9% (47)	7% (37)	9% (48)	537
Relig: All Christian	49% (574)	28% (328)	8% (88)	6% (71)	9% (102)	1163
Relig: All Non-Christian	47% (387)	28% (229)	7% (56)	7% (60)	12% (98)	831
Community: Urban	49% (274)	28% (157)	9% (47)	5% (28)	9% (49)	555
Community: Suburban	47% (420)	30% (272)	6% (56)	7% (63)	10% (87)	898
Community: Rural	49% (269)	24% (131)	7% (41)	7% (40)	12% (67)	547
Employ: Private Sector	50% (322)	29% (187)	9% (61)	5% (34)	6% (41)	645
Employ: Government	48% (72)	36% (53)	9% (13)	4% (5)	4% (6)	150
Employ: Self-Employed	53% (90)	30% (50)	6% (11)	6% (11)	5% (8)	169
Employ: Homemaker	44% (78)	33% (58)	9% (15)	8% (14)	7% (13)	178
Employ: Student	53% (56)	29% (31)	6% (7)	3% (3)	9% (9)	106
Employ: Retired	44% (177)	25% (100)	4% (16)	10% (41)	16% (65)	399
Employ: Unemployed	46% (75)	20% (33)	6% (10)	7% (11)	20% (32)	161
Employ: Other	49% (93)	24% (46)	6% (11)	6% (12)	15% (28)	191

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Table BRD15_9: How important are the following when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Customer service

Demographic	Very Important	Somewhat Important	Not Very Important	Not Important At All	Don't Know / No Opinion	Total N
Registered Voters	48% (963)	28% (559)	7% (144)	7% (131)	10% (203)	2000
Job Type: White-collar	46% (338)	33% (241)	8% (56)	6% (44)	8% (56)	734
Job Type: Blue-collar	51% (436)	25% (217)	8% (65)	8% (65)	9% (74)	857
Job Type: Don't Know	46% (189)	25% (101)	6% (24)	5% (22)	18% (73)	409
Military HH: Yes	50% (194)	24% (91)	7% (28)	7% (27)	12% (44)	384
Military HH: No	48% (769)	29% (468)	7% (116)	6% (104)	10% (158)	1616
RD/WT: Right Direction	47% (282)	28% (166)	8% (48)	7% (42)	10% (61)	599
RD/WT: Wrong Track	49% (680)	28% (393)	7% (97)	6% (89)	10% (141)	1401
Obama Job: Approve	51% (523)	28% (288)	6% (63)	6% (66)	9% (95)	1035
Obama Job: Disapprove	46% (400)	29% (254)	9% (76)	7% (61)	10% (84)	874
#1 Issue: Economy	49% (323)	32% (211)	6% (38)	6% (37)	7% (49)	658
#1 Issue: Security	50% (185)	26% (96)	9% (32)	5% (18)	11% (40)	372
#1 Issue: Health Care	43% (121)	29% (82)	12% (33)	7% (18)	9% (25)	279
#1 Issue: Medicare / Social Security	51% (110)	20% (43)	3% (6)	11% (24)	15% (33)	217
#1 Issue: Women's Issues	49% (70)	31% (44)	6% (8)	4% (6)	10% (14)	143
#1 Issue: Education	52% (69)	27% (36)	7% (10)	7% (9)	7% (9)	134
#1 Issue: Energy	52% (46)	21% (19)	12% (11)	5% (5)	10% (9)	89
#1 Issue: Other	34% (37)	26% (28)	6% (6)	12% (13)	22% (24)	109
2014 Vote: Democrat	49% (353)	28% (202)	7% (50)	7% (48)	10% (74)	727
2014 Vote: Republican	47% (251)	29% (156)	7% (38)	6% (33)	10% (54)	532
2014 Vote: Other	43% (26)	25% (15)	5% (3)	7% (4)	21% (13)	61
2014 Vote: Didn't Vote	49% (331)	27% (184)	8% (53)	7% (46)	9% (62)	676
2012 Vote: Barack Obama	50% (412)	26% (217)	7% (58)	7% (56)	10% (80)	822
2012 Vote: Mitt Romney	45% (255)	32% (182)	7% (41)	5% (31)	10% (55)	564
2012 Vote: Other	48% (34)	21% (15)	8% (6)	8% (6)	16% (11)	72
2012 Vote: Didn't Vote	48% (260)	27% (143)	7% (40)	7% (39)	10% (56)	538
4-Region: Northeast	45% (163)	34% (124)	7% (25)	6% (24)	8% (29)	365
4-Region: Midwest	50% (213)	25% (106)	9% (39)	7% (30)	10% (42)	430
4-Region: South	50% (373)	25% (186)	7% (53)	8% (56)	10% (72)	740
4-Region: West	46% (214)	31% (142)	6% (28)	5% (22)	13% (59)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD16: *And, what is the most important when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?*

Demographic	A stores location	How long the lines are	Sales and clearances	How early the store opens	Wide selection of merchandise or goods	Loyalty programs at the store or retailer	Speed of shipping or checkout	Ease of returns process	Customer service	Don't Know / No Opinion	Total N
Registered Voters	4% (88)	14% (276)	34% (681)	2% (33)	13% (264)	2% (31)	6% (130)	3% (63)	6% (124)	15% (309)	2000
Gender: Male	5% (51)	14% (130)	27% (264)	2% (24)	12% (119)	2% (19)	8% (77)	4% (36)	8% (74)	18% (169)	963
Gender: Female	4% (38)	14% (146)	40% (417)	1% (9)	14% (145)	1% (12)	5% (53)	3% (27)	5% (50)	14% (140)	1037
Age: 18-29	3% (14)	13% (56)	33% (138)	2% (8)	11% (46)	2% (10)	8% (35)	5% (23)	12% (48)	9% (39)	418
Age: 30-44	4% (23)	13% (68)	37% (196)	2% (10)	12% (64)	3% (14)	8% (41)	4% (20)	6% (33)	10% (55)	523
Age: 45-54	3% (13)	12% (48)	39% (160)	2% (7)	14% (59)	1% (2)	6% (24)	2% (9)	6% (25)	15% (63)	409
Age: 55-64	5% (15)	16% (45)	34% (98)	1% (3)	12% (36)	1% (2)	5% (13)	3% (7)	2% (5)	22% (63)	289
Age: 65+	7% (24)	16% (59)	25% (89)	1% (5)	17% (60)	1% (3)	5% (17)	1% (4)	3% (12)	25% (89)	361
PID: Dem (no lean)	4% (29)	12% (90)	34% (245)	3% (20)	13% (97)	2% (14)	7% (52)	4% (31)	6% (43)	14% (103)	724
PID: Ind (no lean)	5% (31)	14% (92)	32% (213)	1% (7)	13% (86)	2% (10)	6% (42)	2% (16)	6% (43)	19% (128)	669
PID: Rep (no lean)	5% (28)	16% (94)	37% (222)	1% (6)	13% (82)	1% (7)	6% (36)	3% (17)	6% (37)	13% (78)	607
PID/Gender: Dem Men	5% (19)	11% (39)	30% (105)	4% (15)	12% (41)	2% (9)	9% (32)	4% (15)	8% (28)	14% (49)	351
PID/Gender: Dem Women	3% (10)	14% (51)	38% (141)	1% (5)	15% (56)	1% (5)	5% (20)	4% (16)	4% (15)	14% (54)	374
PID/Gender: Ind Men	6% (18)	13% (43)	25% (83)	2% (6)	13% (42)	2% (5)	7% (23)	3% (10)	7% (23)	22% (73)	324
PID/Gender: Ind Women	4% (13)	14% (49)	38% (131)	— (1)	13% (44)	2% (5)	6% (19)	2% (6)	6% (20)	16% (55)	345
PID/Gender: Rep Men	5% (13)	17% (49)	27% (76)	1% (3)	13% (37)	2% (5)	8% (22)	4% (12)	8% (23)	16% (47)	288
PID/Gender: Rep Women	5% (15)	14% (46)	46% (146)	1% (3)	14% (45)	— (1)	4% (13)	1% (5)	4% (14)	10% (31)	319
Tea Party: Supporter	6% (31)	14% (78)	30% (172)	3% (17)	13% (73)	2% (12)	7% (39)	4% (24)	9% (53)	12% (66)	564
Tea Party: Not Supporter	4% (57)	14% (196)	35% (504)	1% (16)	13% (191)	1% (19)	6% (91)	3% (38)	5% (70)	17% (240)	1422
Ideo: Liberal (1-3)	5% (36)	13% (90)	35% (245)	2% (16)	12% (84)	3% (20)	7% (52)	4% (31)	7% (52)	11% (77)	703
Ideo: Moderate (4)	4% (16)	18% (73)	32% (133)	2% (7)	15% (60)	1% (5)	5% (21)	3% (12)	5% (21)	15% (62)	410
Ideo: Conservative (5-7)	4% (29)	14% (93)	35% (235)	1% (7)	13% (90)	1% (6)	7% (44)	3% (17)	6% (41)	17% (118)	681
Educ: < College	3% (44)	14% (185)	34% (443)	2% (21)	14% (187)	1% (17)	6% (81)	2% (31)	6% (81)	17% (218)	1307
Educ: Bachelors degree	6% (21)	11% (39)	39% (145)	2% (6)	12% (45)	1% (4)	6% (24)	4% (17)	7% (24)	12% (44)	369
Educ: Post-grad	7% (23)	16% (53)	29% (94)	2% (6)	10% (33)	3% (9)	8% (25)	5% (16)	6% (19)	14% (47)	324
Income: Under 50k	4% (48)	12% (135)	32% (343)	2% (16)	14% (157)	1% (13)	7% (79)	3% (32)	6% (65)	18% (200)	1088
Income: 50k-100k	4% (25)	14% (93)	39% (254)	2% (11)	12% (78)	2% (14)	5% (30)	3% (21)	6% (42)	12% (80)	647
Income: 100k+	6% (16)	18% (48)	32% (84)	2% (6)	11% (29)	2% (4)	8% (20)	4% (10)	7% (18)	11% (30)	265
Ethnicity: White	5% (75)	15% (233)	35% (558)	1% (18)	13% (208)	1% (19)	6% (103)	2% (37)	6% (96)	15% (242)	1591
Ethnicity: Hispanic	3% (10)	13% (39)	32% (96)	2% (7)	12% (36)	2% (7)	10% (31)	5% (16)	9% (27)	10% (31)	299
Ethnicity: Afr. Am.	3% (6)	9% (22)	25% (61)	5% (12)	14% (35)	2% (5)	5% (12)	9% (22)	9% (22)	19% (46)	244
Ethnicity: Other	4% (7)	13% (21)	37% (62)	2% (3)	13% (21)	4% (7)	9% (14)	3% (4)	3% (5)	12% (21)	165
Relig: Protestant	6% (31)	14% (70)	34% (168)	2% (9)	12% (58)	1% (6)	6% (31)	3% (15)	6% (29)	17% (85)	500
Relig: Roman Catholic	6% (23)	15% (63)	34% (143)	3% (12)	17% (70)	2% (7)	6% (26)	2% (9)	5% (23)	11% (49)	426
Relig: Ath./Agn./None	2% (11)	13% (68)	36% (187)	1% (6)	12% (59)	1% (8)	6% (32)	3% (16)	6% (31)	19% (98)	516
Relig: Something Else	5% (17)	15% (46)	32% (100)	1% (2)	13% (40)	1% (5)	7% (22)	4% (13)	8% (25)	14% (44)	315
Relig: Jewish	2% (1)	13% (7)	37% (19)	1% (1)	15% (8)	— (0)	9% (5)	6% (3)	4% (2)	13% (7)	51
Relig: Evangelical	4% (24)	12% (78)	34% (214)	3% (21)	14% (88)	2% (11)	7% (43)	4% (25)	6% (41)	13% (81)	626
Relig: Non-Evang. Catholics	7% (36)	16% (85)	34% (180)	1% (4)	14% (75)	1% (6)	6% (32)	2% (9)	5% (27)	16% (85)	537

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Table BRD16: And, what is the most important when thinking about going shopping on the weekend after Thanksgiving, for Black Friday and other sales?

Demographic	A stores location	How long the lines are	Sales and clearances	How early the store opens	Wide selection of merchandise or goods	Loyalty programs at the store or retailer	Speed of shipping or checkout	Ease of returns process	Customer service	Don't Know / No Opinion	Total N
Registered Voters	4% (88)	14% (276)	34% (681)	2% (33)	13% (264)	2% (31)	6% (130)	3% (63)	6% (124)	15% (309)	2000
Relig: All Christian	5% (60)	14% (163)	34% (394)	2% (25)	14% (162)	1% (17)	6% (75)	3% (34)	6% (68)	14% (165)	1163
Relig: All Non-Christian	3% (28)	14% (114)	35% (287)	1% (8)	12% (99)	1% (12)	7% (54)	4% (30)	7% (56)	17% (141)	831
Community: Urban	5% (29)	13% (74)	32% (179)	3% (17)	13% (70)	3% (18)	8% (42)	4% (20)	7% (41)	12% (65)	555
Community: Suburban	4% (37)	16% (146)	34% (304)	1% (11)	14% (122)	1% (6)	7% (59)	3% (29)	5% (48)	15% (136)	898
Community: Rural	4% (23)	10% (57)	36% (198)	1% (5)	13% (73)	1% (7)	5% (28)	3% (14)	6% (35)	20% (108)	547
Employ: Private Sector	5% (33)	17% (111)	34% (220)	1% (7)	15% (98)	2% (16)	6% (38)	3% (21)	6% (39)	10% (62)	645
Employ: Government	6% (9)	9% (13)	38% (57)	3% (5)	13% (19)	3% (4)	9% (13)	5% (8)	7% (10)	8% (12)	150
Employ: Self-Employed	3% (6)	14% (24)	33% (55)	1% (1)	9% (15)	1% (2)	10% (17)	4% (7)	15% (25)	10% (17)	169
Employ: Homemaker	1% (2)	13% (23)	46% (83)	3% (5)	12% (21)	1% (2)	4% (6)	1% (2)	7% (12)	13% (23)	178
Employ: Student	4% (4)	11% (12)	37% (39)	2% (2)	12% (13)	2% (2)	11% (12)	6% (6)	9% (9)	7% (8)	106
Employ: Retired	6% (23)	14% (58)	30% (120)	2% (7)	13% (52)	1% (2)	5% (20)	1% (5)	4% (16)	24% (95)	399
Employ: Unemployed	4% (7)	9% (14)	29% (47)	1% (1)	14% (22)	1% (1)	5% (9)	5% (8)	3% (5)	28% (46)	161
Employ: Other	2% (4)	11% (22)	32% (60)	2% (4)	12% (24)	1% (1)	8% (15)	4% (7)	4% (7)	24% (46)	191
Job Type: White-collar	6% (46)	15% (110)	34% (251)	2% (12)	11% (78)	2% (13)	8% (56)	4% (32)	6% (44)	12% (91)	734
Job Type: Blue-collar	4% (30)	14% (117)	35% (303)	1% (10)	16% (134)	1% (12)	6% (50)	3% (23)	6% (50)	15% (128)	857
Job Type: Don't Know	3% (12)	12% (50)	31% (127)	3% (10)	13% (52)	1% (6)	6% (24)	2% (9)	7% (30)	22% (90)	409
Military HH: Yes	5% (19)	14% (55)	27% (102)	3% (11)	13% (51)	2% (6)	5% (20)	4% (15)	9% (36)	18% (68)	384
Military HH: No	4% (69)	14% (221)	36% (579)	1% (22)	13% (214)	2% (25)	7% (109)	3% (48)	5% (88)	15% (241)	1616
RD/WT: Right Direction	6% (34)	11% (64)	31% (187)	3% (17)	12% (70)	3% (19)	8% (48)	5% (29)	8% (47)	14% (85)	599
RD/WT: Wrong Track	4% (55)	15% (213)	35% (495)	1% (16)	14% (195)	1% (12)	6% (81)	2% (34)	5% (77)	16% (224)	1401
Obama Job: Approve	4% (45)	13% (137)	34% (356)	2% (26)	13% (137)	2% (22)	7% (67)	4% (45)	7% (72)	12% (128)	1035
Obama Job: Disapprove	5% (42)	15% (128)	35% (305)	1% (7)	14% (118)	1% (9)	6% (56)	2% (16)	5% (46)	17% (147)	874
#1 Issue: Economy	4% (24)	14% (89)	38% (253)	— (3)	17% (110)	— (2)	6% (41)	3% (21)	6% (38)	12% (76)	658
#1 Issue: Security	4% (16)	19% (70)	34% (127)	1% (5)	12% (46)	2% (8)	4% (13)	3% (13)	5% (20)	14% (53)	372
#1 Issue: Health Care	3% (9)	13% (36)	28% (78)	4% (11)	11% (31)	2% (6)	11% (32)	3% (9)	8% (23)	16% (44)	279
#1 Issue: Medicare / Social Security	5% (11)	13% (29)	28% (61)	3% (7)	12% (27)	1% (3)	5% (12)	4% (9)	3% (7)	24% (52)	217
#1 Issue: Women's Issues	4% (6)	11% (15)	45% (65)	2% (3)	10% (14)	3% (4)	8% (11)	— (1)	5% (7)	12% (17)	143
#1 Issue: Education	6% (8)	10% (13)	30% (40)	1% (2)	18% (24)	4% (5)	7% (10)	7% (10)	7% (9)	10% (14)	134
#1 Issue: Energy	11% (9)	9% (8)	32% (29)	3% (2)	6% (6)	3% (2)	5% (4)	2% (2)	15% (13)	15% (14)	89
#1 Issue: Other	4% (4)	14% (15)	27% (29)	— (0)	7% (8)	1% (2)	6% (6)	— (0)	6% (7)	36% (39)	109
2014 Vote: Democrat	5% (34)	12% (85)	33% (238)	3% (21)	14% (98)	2% (14)	6% (45)	4% (32)	6% (46)	16% (113)	727
2014 Vote: Republican	6% (31)	17% (89)	34% (179)	1% (5)	13% (71)	1% (6)	6% (34)	3% (16)	4% (19)	16% (83)	532
2014 Vote: Other	9% (5)	13% (8)	24% (15)	— (0)	11% (6)	2% (1)	5% (3)	1% (1)	7% (4)	29% (18)	61
2014 Vote: Didn't Vote	3% (18)	14% (95)	37% (249)	1% (6)	13% (89)	1% (10)	7% (45)	2% (15)	8% (54)	14% (96)	676
2012 Vote: Barack Obama	4% (31)	13% (104)	34% (276)	2% (19)	14% (114)	2% (20)	7% (54)	5% (37)	5% (45)	15% (122)	822
2012 Vote: Mitt Romney	6% (36)	14% (81)	37% (208)	1% (8)	12% (68)	1% (5)	6% (35)	2% (13)	5% (28)	14% (80)	564
2012 Vote: Other	5% (4)	14% (10)	24% (18)	— (0)	8% (6)	— (0)	6% (4)	3% (2)	9% (7)	30% (22)	72
2012 Vote: Didn't Vote	3% (17)	15% (81)	33% (178)	1% (6)	14% (75)	1% (5)	7% (36)	2% (11)	8% (45)	16% (84)	538
4-Region: Northeast	5% (19)	13% (49)	33% (120)	2% (8)	13% (48)	3% (9)	8% (30)	3% (10)	6% (22)	13% (48)	365
4-Region: Midwest	6% (24)	14% (61)	36% (155)	1% (4)	14% (58)	2% (7)	7% (29)	3% (11)	6% (24)	13% (57)	430
4-Region: South	4% (29)	14% (105)	33% (244)	2% (14)	13% (99)	1% (9)	5% (38)	5% (34)	6% (45)	17% (124)	740
4-Region: West	4% (17)	13% (62)	35% (162)	1% (7)	13% (59)	1% (6)	7% (31)	2% (8)	7% (33)	17% (80)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table BRD17: *This year do you think sales, clearances, and specials will be better, worse or about the same as last year?*

Demographic	Sales, clearances, and specials will be better this year		Sales, clearances, and specials will be worse this year		Sales, clearances, and specials will be about the same as last year		Don't Know / No Opinion		Total N
Registered Voters	25%	(493)	9%	(189)	44%	(889)	21%	(429)	2000
Gender: Male	30%	(290)	10%	(100)	38%	(368)	21%	(205)	963
Gender: Female	20%	(204)	9%	(89)	50%	(521)	22%	(224)	1037
Age: 18-29	35%	(144)	12%	(48)	39%	(164)	15%	(61)	418
Age: 30-44	27%	(141)	11%	(58)	44%	(228)	18%	(96)	523
Age: 45-54	20%	(83)	11%	(45)	47%	(191)	22%	(90)	409
Age: 55-64	19%	(55)	6%	(16)	46%	(134)	29%	(83)	289
Age: 65+	19%	(70)	6%	(21)	47%	(172)	27%	(99)	361
PID: Dem (no lean)	31%	(224)	9%	(68)	39%	(283)	21%	(149)	724
PID: Ind (no lean)	21%	(137)	10%	(66)	43%	(289)	26%	(176)	669
PID: Rep (no lean)	22%	(132)	9%	(55)	52%	(316)	17%	(104)	607
PID/Gender: Dem Men	42%	(148)	10%	(34)	30%	(106)	18%	(63)	351
PID/Gender: Dem Women	20%	(76)	9%	(34)	48%	(178)	23%	(86)	374
PID/Gender: Ind Men	22%	(73)	12%	(39)	39%	(126)	27%	(86)	324
PID/Gender: Ind Women	19%	(65)	8%	(28)	47%	(163)	26%	(90)	345
PID/Gender: Rep Men	24%	(69)	10%	(28)	47%	(136)	19%	(55)	288
PID/Gender: Rep Women	20%	(63)	9%	(27)	57%	(180)	15%	(48)	319
Tea Party: Supporter	30%	(171)	12%	(67)	41%	(232)	17%	(94)	564
Tea Party: Not Supporter	23%	(323)	9%	(121)	46%	(650)	23%	(328)	1422
Ideo: Liberal (1-3)	28%	(195)	11%	(80)	42%	(297)	19%	(131)	703
Ideo: Moderate (4)	26%	(105)	9%	(36)	44%	(180)	21%	(88)	410
Ideo: Conservative (5-7)	21%	(141)	9%	(65)	49%	(333)	21%	(142)	681
Educ: < College	26%	(335)	8%	(101)	44%	(574)	23%	(297)	1307
Educ: Bachelors degree	22%	(82)	13%	(49)	45%	(166)	19%	(71)	369
Educ: Post-grad	24%	(76)	12%	(39)	46%	(149)	19%	(61)	324
Income: Under 50k	26%	(280)	9%	(95)	41%	(444)	25%	(269)	1088
Income: 50k-100k	24%	(155)	10%	(67)	48%	(312)	17%	(113)	647
Income: 100k+	22%	(58)	10%	(27)	50%	(133)	18%	(48)	265

Continued on next page

Table BRD17: *This year do you think sales, clearances, and specials will be better, worse or about the same as last year?*

Demographic	Sales, clearances, and specials will be better this year		Sales, clearances, and specials will be worse this year		Sales, clearances, and specials will be about the same as last year		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Registered Voters	25%	(493)	9%	(189)	44%	(889)	21%	(429)	2000
Ethnicity: White	22%	(358)	8%	(134)	47%	(751)	22%	(348)	1591
Ethnicity: Hispanic	45%	(134)	11%	(33)	35%	(103)	10%	(29)	299
Ethnicity: Afr. Am.	34%	(82)	13%	(32)	33%	(82)	20%	(48)	244
Ethnicity: Other	33%	(54)	14%	(23)	34%	(56)	20%	(33)	165
Relig: Protestant	23%	(113)	8%	(42)	49%	(243)	20%	(102)	500
Relig: Roman Catholic	35%	(149)	9%	(40)	39%	(167)	16%	(69)	426
Relig: Ath./Agn./None	20%	(102)	10%	(49)	44%	(226)	27%	(139)	516
Relig: Something Else	20%	(64)	12%	(39)	45%	(141)	22%	(71)	315
Relig: Jewish	25%	(13)	12%	(6)	43%	(22)	20%	(10)	51
Relig: Evangelical	31%	(196)	8%	(52)	43%	(270)	17%	(109)	626
Relig: Non-Evang. Catholics	24%	(131)	9%	(49)	47%	(251)	20%	(107)	537
Relig: All Christian	28%	(326)	9%	(100)	45%	(521)	19%	(216)	1163
Relig: All Non-Christian	20%	(166)	11%	(88)	44%	(368)	25%	(209)	831
Community: Urban	33%	(182)	11%	(59)	39%	(215)	18%	(99)	555
Community: Suburban	22%	(198)	9%	(82)	47%	(426)	21%	(191)	898
Community: Rural	21%	(113)	9%	(48)	45%	(247)	25%	(139)	547
Employ: Private Sector	29%	(187)	11%	(74)	43%	(279)	16%	(106)	645
Employ: Government	19%	(29)	14%	(21)	55%	(83)	11%	(17)	150
Employ: Self-Employed	29%	(49)	16%	(28)	36%	(62)	18%	(31)	169
Employ: Homemaker	16%	(29)	9%	(16)	57%	(101)	18%	(32)	178
Employ: Student	42%	(45)	10%	(11)	37%	(40)	10%	(11)	106
Employ: Retired	17%	(69)	4%	(18)	50%	(200)	28%	(112)	399
Employ: Unemployed	23%	(37)	6%	(9)	33%	(53)	38%	(61)	161
Employ: Other	25%	(48)	6%	(12)	37%	(72)	31%	(59)	191
Job Type: White-collar	25%	(183)	10%	(76)	48%	(349)	17%	(126)	734
Job Type: Blue-collar	25%	(213)	9%	(79)	44%	(376)	22%	(190)	857
Job Type: Don't Know	24%	(97)	8%	(34)	40%	(163)	28%	(114)	409
Military HH: Yes	28%	(107)	10%	(38)	40%	(155)	22%	(84)	384
Military HH: No	24%	(386)	9%	(152)	45%	(734)	21%	(345)	1616

Continued on next page

Table BRD17: *This year do you think sales, clearances, and specials will be better, worse or about the same as last year?*

Demographic	Sales, clearances, and specials will be better this year		Sales, clearances, and specials will be worse this year		Sales, clearances, and specials will be about the same as last year		Don't Know / No Opinion		Total N
Registered Voters	25%	(493)	9%	(189)	44%	(889)	21%	(429)	2000
RD/WT: Right Direction	36%	(215)	9%	(53)	36%	(218)	19%	(114)	599
RD/WT: Wrong Track	20%	(279)	10%	(136)	48%	(671)	23%	(315)	1401
Obama Job: Approve	31%	(326)	10%	(101)	40%	(413)	19%	(196)	1035
Obama Job: Disapprove	17%	(151)	9%	(82)	51%	(449)	22%	(192)	874
#1 Issue: Economy	25%	(166)	11%	(71)	45%	(299)	19%	(123)	658
#1 Issue: Security	22%	(83)	8%	(32)	49%	(182)	20%	(76)	372
#1 Issue: Health Care	26%	(74)	10%	(28)	47%	(131)	17%	(47)	279
#1 Issue: Medicare / Social Security	22%	(47)	10%	(21)	37%	(81)	31%	(68)	217
#1 Issue: Women's Issues	25%	(35)	7%	(10)	50%	(71)	19%	(27)	143
#1 Issue: Education	31%	(41)	10%	(13)	43%	(57)	16%	(22)	134
#1 Issue: Energy	33%	(29)	11%	(10)	36%	(32)	21%	(18)	89
#1 Issue: Other	17%	(18)	4%	(5)	34%	(37)	45%	(49)	109
2014 Vote: Democrat	31%	(223)	10%	(72)	39%	(282)	21%	(150)	727
2014 Vote: Republican	20%	(105)	9%	(49)	53%	(283)	18%	(95)	532
2014 Vote: Other	15%	(9)	7%	(4)	39%	(24)	39%	(24)	61
2014 Vote: Didn't Vote	23%	(154)	9%	(64)	44%	(300)	23%	(159)	676
2012 Vote: Barack Obama	30%	(250)	9%	(74)	41%	(337)	20%	(160)	822
2012 Vote: Mitt Romney	18%	(103)	9%	(50)	53%	(300)	20%	(112)	564
2012 Vote: Other	14%	(10)	12%	(8)	42%	(30)	33%	(24)	72
2012 Vote: Didn't Vote	24%	(129)	11%	(57)	41%	(221)	24%	(131)	538
4-Region: Northeast	27%	(98)	10%	(35)	42%	(154)	21%	(77)	365
4-Region: Midwest	25%	(109)	9%	(38)	47%	(203)	19%	(80)	430
4-Region: South	24%	(177)	11%	(78)	44%	(322)	22%	(163)	740
4-Region: West	23%	(109)	8%	(37)	45%	(209)	24%	(109)	464

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Registered Voters	2000	100%
xdemGender	Gender: Male	963	48%
	Gender: Female	1037	52%
	N	2000	
age5	Age: 18-29	418	21%
	Age: 30-44	523	26%
	Age: 45-54	409	20%
	Age: 55-64	289	14%
	Age: 65+	361	18%
	N	2000	
xpid3	PID: Dem (no lean)	724	36%
	PID: Ind (no lean)	669	33%
	PID: Rep (no lean)	607	30%
	N	2000	
xpidGender	PID/Gender: Dem Men	351	18%
	PID/Gender: Dem Women	374	19%
	PID/Gender: Ind Men	324	16%
	PID/Gender: Ind Women	345	17%
	PID/Gender: Rep Men	288	14%
	PID/Gender: Rep Women	319	16%
	N	2000	
xdemTea	Tea Party: Supporter	564	28%
	Tea Party: Not Supporter	1422	71%
	N	1986	
xdemIdeo3	Ideo: Liberal (1-3)	703	35%
	Ideo: Moderate (4)	410	20%
	Ideo: Conservative (5-7)	681	34%
	N	1793	
xeduc3	Educ: < College	1307	65%
	Educ: Bachelors degree	369	18%
	Educ: Post-grad	324	16%
	N	2000	
xdemInc3	Income: Under 50k	1088	54%
	Income: 50k-100k	647	32%
	Income: 100k+	265	13%
	N	2000	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1591	80%
xdemHispBin	Ethnicity: Hispanic	299	15%
demBlackBin	Ethnicity: Afr. Am.	244	12%
demRaceOther	Ethnicity: Other	165	8%
xrelNet	Relig: Protestant	500	25%
	Relig: Roman Catholic	426	21%
	Relig: Ath./Agn./None	516	26%
	Relig: Something Else	315	16%
	N	1757	
xreligion1	Relig: Jewish	51	3%
xreligion2	Relig: Evangelical	626	31%
	Relig: Non-Evang. Catholics	537	27%
	N	1163	
xreligion3	Relig: All Christian	1163	58%
	Relig: All Non-Christian	831	42%
	N	1994	
xdemUsr	Community: Urban	555	28%
	Community: Suburban	898	45%
	Community: Rural	547	27%
	N	2000	
xdemEmploy	Employ: Private Sector	645	32%
	Employ: Government	150	8%
	Employ: Self-Employed	169	8%
	Employ: Homemaker	178	9%
	Employ: Student	106	5%
	Employ: Retired	399	20%
	Employ: Unemployed	161	8%
	Employ: Other	191	10%
	N	2000	
xdemJobStatus	Job Type: White-collar	734	37%
	Job Type: Blue-collar	857	43%
	Job Type: Don't Know	409	20%
	N	2000	
xdemMilHH1	Military HH: Yes	384	19%
	Military HH: No	1616	81%
	N	2000	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	599	30%
	RD/WT: Wrong Track	1401	70%
	N	2000	
xnr2Bin	Obama Job: Approve	1035	52%
	Obama Job: Disapprove	874	44%
	N	1909	
xnr3	#1 Issue: Economy	658	33%
	#1 Issue: Security	372	19%
	#1 Issue: Health Care	279	14%
	#1 Issue: Medicare / Social Security	217	11%
	#1 Issue: Women's Issues	143	7%
	#1 Issue: Education	134	7%
	#1 Issue: Energy	89	4%
	#1 Issue: Other	109	5%
	N	2000	
xsubVote14O	2014 Vote: Democrat	727	36%
	2014 Vote: Republican	532	27%
	2014 Vote: Other	61	3%
	2014 Vote: Didn't Vote	676	34%
	N	1996	
xsubVote12O	2012 Vote: Barack Obama	822	41%
	2012 Vote: Mitt Romney	564	28%
	2012 Vote: Other	72	4%
	2012 Vote: Didn't Vote	538	27%
	N	1996	
xreg4	4-Region: Northeast	365	18%
	4-Region: Midwest	430	22%
	4-Region: South	740	37%
	4-Region: West	464	23%
	N	2000	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

